

# MAD

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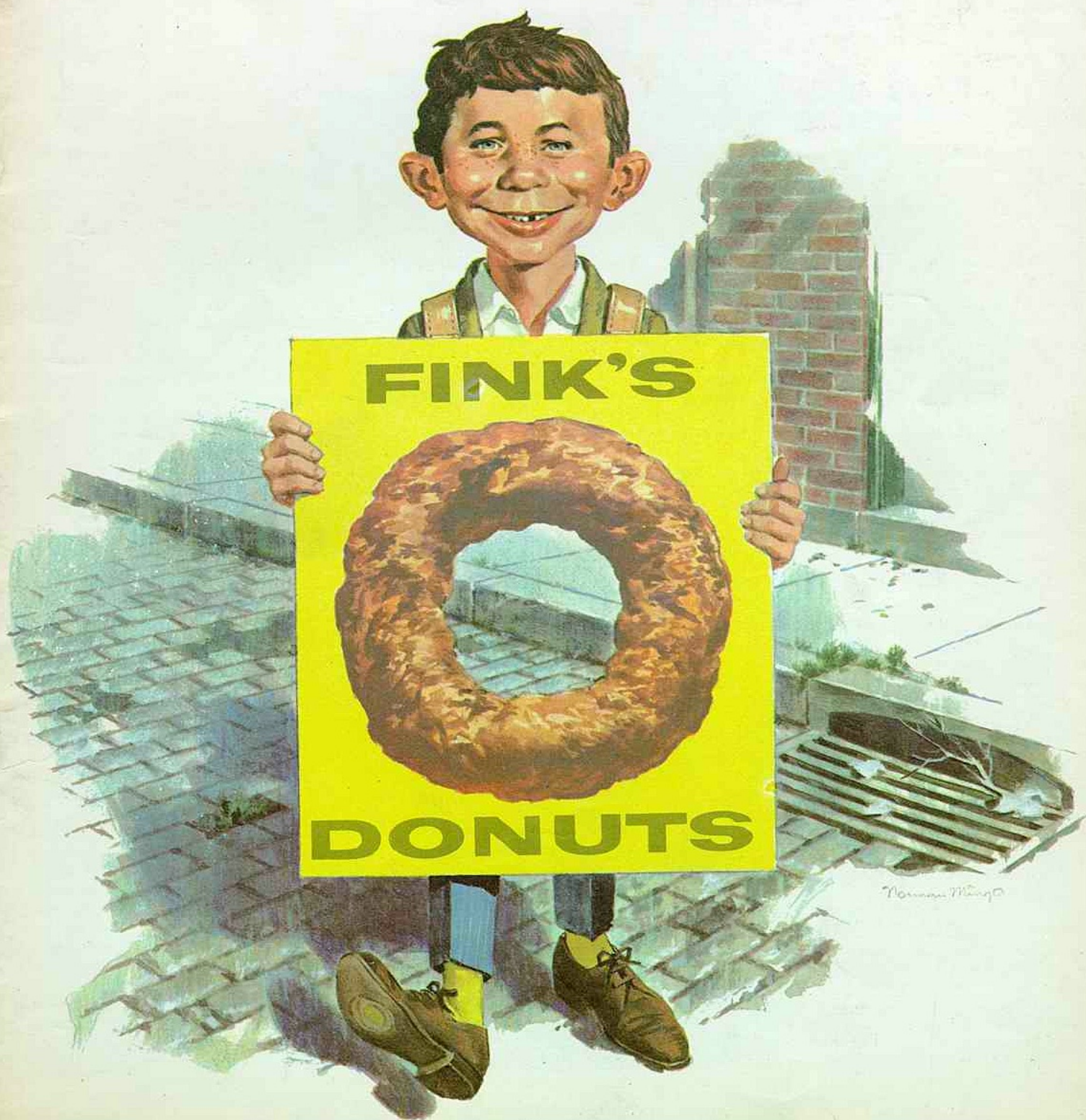
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Oct. '64





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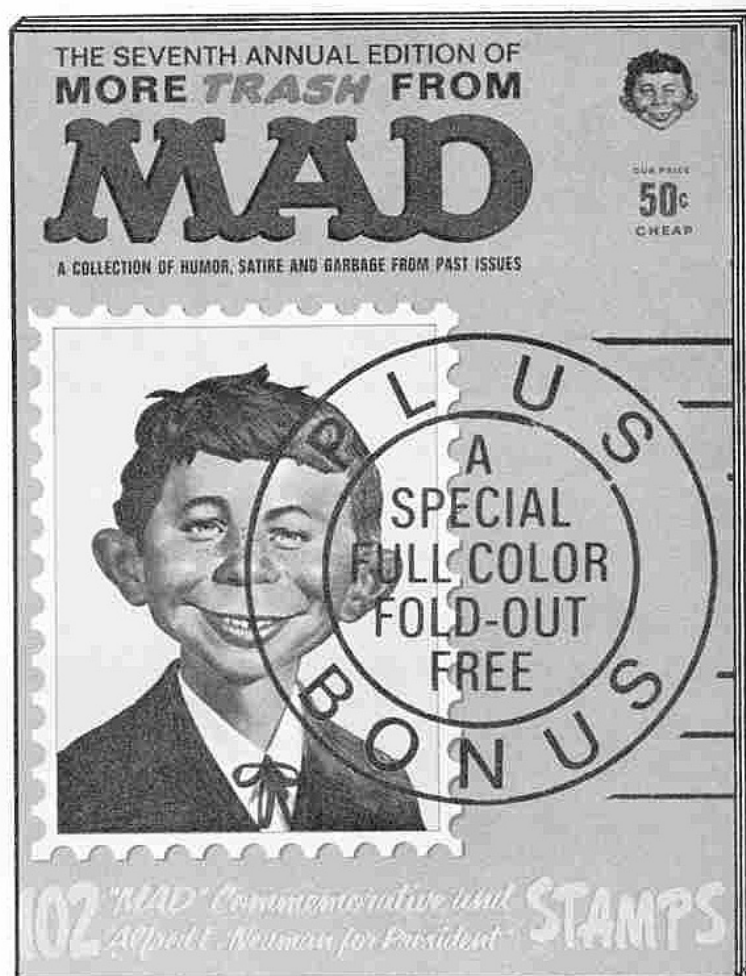
## MAD COMMEMORATIVE STAMPS

and

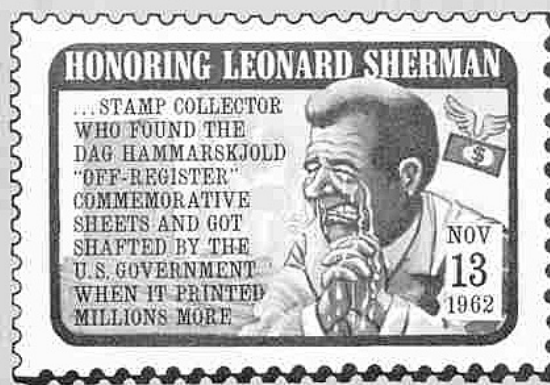
## ALFRED E. NEUMAN 4 PRESIDENT STAMPS

plus

## A MAD STAMP ALBUM PAGE



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# MAD

"A sense of humor is what makes you laugh at something which would make you sore if it happened to you!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY DE FUCCIO, NICK MEGLIN *associate editors*

MARTIN J. SCHEIMAN *lawsuits* RICHARD BERNSTEIN *publicity*

GLORIA ORLANDO, CELIA MORELLI, NELSON TIRADO *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

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# Why Kill Yourself?



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LETTERS DEPT.



nobody

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wrote!

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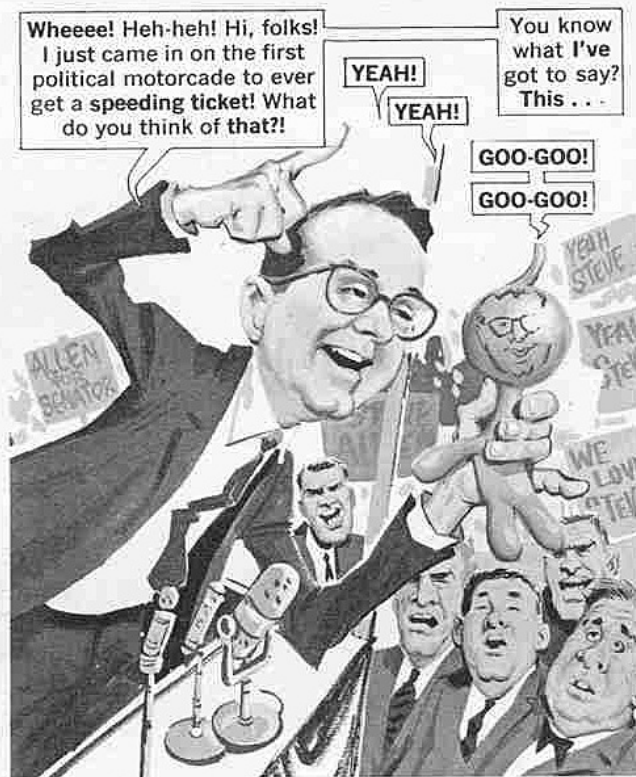


## HITCH YOUR BANDWAGON TO A STAR DEPT.

We've noticed that, in recent years, an increasing number of celebrated people have attempted to embark upon political careers: Theodore Bikel, Norman Mailer and Gore Vidal to mention just a few. Recently, astronaut

# IF CELEBRITIES RAN

## IF STEVE ALLEN RAN FOR SENATOR

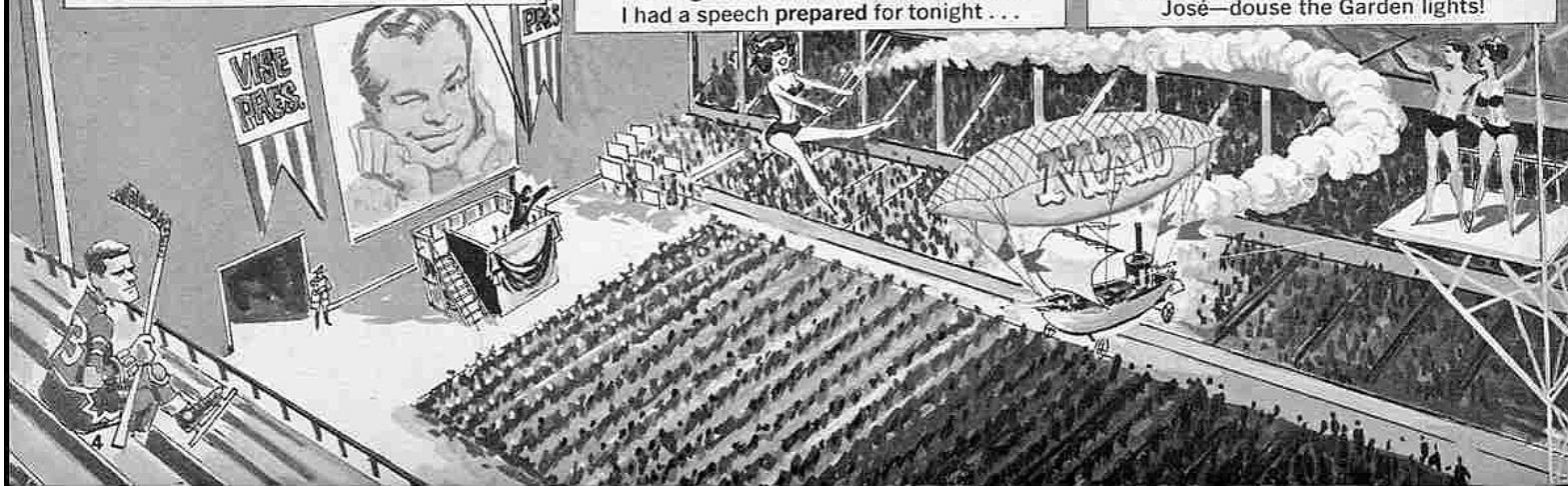


## IF JACK PAAR RAN FOR VICE PRESIDENT

Good evening. I know a lot of you Madison Square Garden "regulars" are disappointed You were expecting the Friday Night Fights... and I show up! Well, stick around! You've been seeing blood and sweat for so long, you may find tears a novelty! Look at it this way: I may not be as sensational as **Hockey**, but I am more thrilling than a **Flower Show**! Politically, a lot of people have been asking just where I stand.

Well, let's get one thing straight! I am not a Whig! I may wear one—but I'm not one! And if I wear one, it's because one's appearance has become all-important in winning votes. It's gotten so that having a "good press" is more important from a tailor than from newspapers and magazines. And of course, I'll never have a good press. I mean, newspapers are still picking on me from my morning radio show... back in college! I had a speech prepared for tonight...

... but I don't think I'll use it. I haven't had much luck with speeches so far in this campaign, and I kind of suspect it's my speech writer. Before working for me, he worked for **Richard Nixon**. And before that, he wrote for **Show Business Illustrated** and the **N. Y. Daily Mirror**. And his first job was writing advertising copy for the **Edsel**, so I'm kind of concerned! Instead of a speech, I think I'll show my home movies! Okay, José—douse the Garden lights!

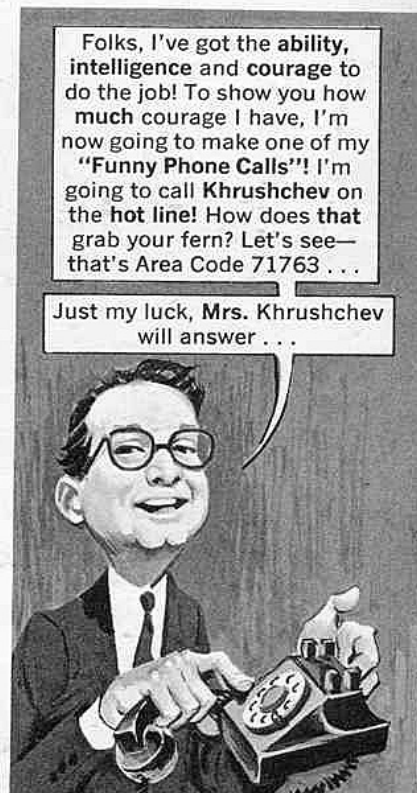




John Glenn and Oklahoma football coach Bud Wilkinson have each expressed their intent. So it looks like this trend is mushrooming. Which brings us to this article . . . mainly, what campaign speeches would be like . . .

# FOR POLITICAL OFFICE

ARTIST: JACK RICKARD WRITER: ARNIE KOGEN



Here I am at the Berlin Wall—the incident a few years back when I got involved with East German troops and our press as usual blew it up out of proportion. If I can cause this much controversy as a civilian, you can imagine what I'll be capable of as Vice President! Actually, I try not to get involved in Foreign Affairs! I'm afraid my wife will find out!

Here I am with the "Dynamic Duo"—Zsa Zsa Gabor and Jayne Mansfield! I believe that my years in settling Gabor-Mansfield debates has prepared me well for handling emotional female political leaders like Madame Nhu or Grace Kelly or Queen Elizabeth if they should start acting up!

And how about this group—straight from the "Funny Farm"! Here I am with Oscar Levant, Jonathan Winters and Alexander King. If I can handle this group of nuts with diplomacy, I can handle anybody. I mean compared to any one of them, Khrushchev is like the nice little boy next door! Well, I see that nobody's applauding—so I'm getting off this bandwagon! I'm quitting! No—don't try to stop me! Jose . . . pack up the film . . .



# IF CASSIUS CLAY RAN FOR CONGRESSMAN

I'll make this press conference short and sweet...  
In this here election, I can't be beat!

Gentlemen, you are looking at the greatest political figure America has ever seen! Washington, Lincoln and Van Buren combined didn't have one-tenth the ability I have! In fact, I don't know why I confine myself to just local politics...

I'd be perfection in a National Election  
There'd be no selection but Me!

Your opponent says you don't stand a chance!

I won't even dignify that blabbermouth by mentioning his name! But I will say—

I'll win the vote  
And he'll be the goat!

And furthermore...

At 7:00 the voting  
Will begin—  
He'll be conceding  
At 7:10!

A lot of voters say you won't win either!

Those people have no humility! They should be grateful for the opportunity to vote for me! A Cassius Clay comes along once in a century! That's why I'm here—to lead them! I'm wiser than they are! In fact...

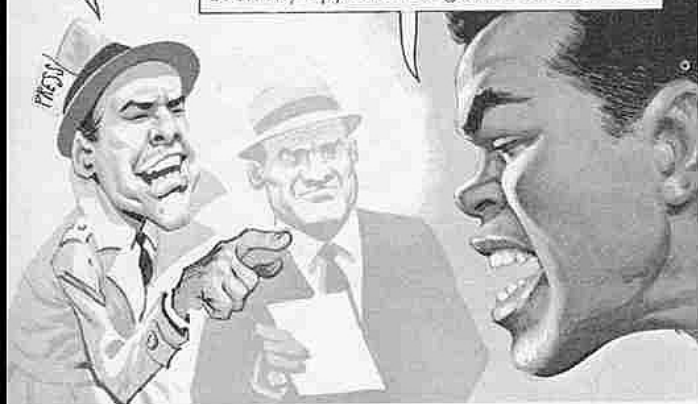
I have more knowledge  
Than the Electoral College!



Everyone expects a close election!

Are you kidding!? This may be the first UNANIMOUS vote in American history!

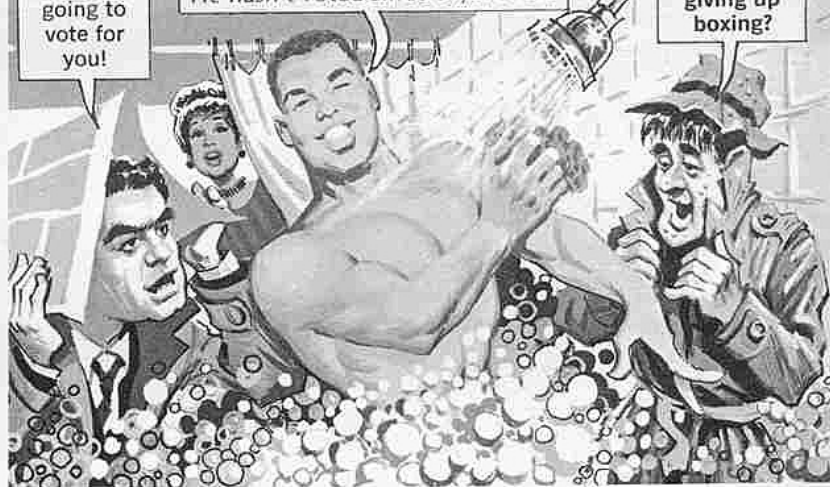
I'm so absolutely great, you see...  
Even my opponent is gonna vote for me!



Liston says he's NOT going to vote for you!

Sonny Liston—that aging raft—  
He hasn't voted since Bryan-Taft!

Does this mean you're giving up boxing?



I'm not giving up anything! I'm the greatest in everything so I'm giving up nothing! As a matter of fact—mark this down—I am stepping up my superlative activities in each of my fields—Poetry, Boxing and Politics! And I issue a challenge to the supposed "Greats" in these fields:

I challenge: LYNDON B. JOHNSON—to a poetry-reading contest;  
SONNY LISTON—to run against me for Congress,  
and  
CARL SANDBURG—to fight me! Any time! Any place!





## IF CHARLTON HESTON RAN FOR GOVERNOR

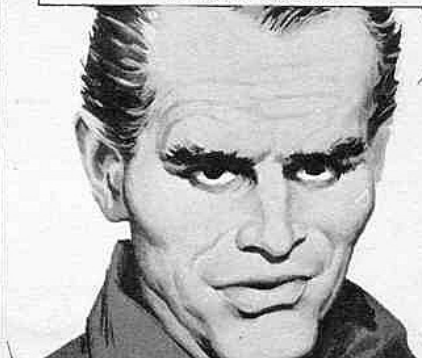
Forget that I'm Charlton Heston, the actor! Forget the roles I've played! Don't let that influence you! Judge me only by my qualifications! Only remember that you are in need of a leader in this State—and I am that person! I have come to lead you out of bondage! The bondage of a corrupt, do-nothing State Administration! I have been chosen to lead you! Do not ask who it was that chose me. I can only say "somebody very high up"!



A good State Government must follow certain rules! I like to think of these rules as "commandments"! I have carved them on these tablets so you can read them. There happen to be 10 of them. I had time to prepare this while I was confined up at Mount Sinai Hospital in N.Y.!



My opponent is trying to prevent my supporters from voting through gerrymandering . . . but I say he will not succeed! I say **LET MY PEOPLE VOTE!** And now, follow me across the lake to another rally! We haven't got boats, but somehow we'll make it across the water! Maybe we'll surf across! Maybe we'll swim! Who knows? We'll find a way . . . a miracle . . .



## IF HUGH HEFNER RAN FOR MAYOR

Hi, guys and gals. I'm glad you could make the scene here in my living room. There must be 4000 here—and another 2300 in the foyer. Good to see such a nice turnout. I think you'll agree with me that the new trend is toward the "Urban-Sophisticated-Young-Man-Approach" to politics! In other words, if you elect me Mayor, we'll have a "Fun-City"!

There are elements in this town that are strongly opposed to me—the "Old-Guard-Conservative-No-Kissing-On-The-First-Date" group! To give you an idea how way out—conservative-wise—these cats are, the man they're supporting, my opponent, still wears white socks with a blue suit—and brown shoes! Now I ask you—is this the kind of man we want for Mayor? Do we want our town to be "Squaresville, U.S.A."—a mecca for old ladies reading the "Reader's Digest"??

These Ultra-Conservatives criticize my tactics and attempt to censor my approach . . . the very things I stand for—the right to conduct a free and American-type campaign—something our forefathers would be proud of! And now, while my assistants pass out some of my "Combination Campaign Buttons and Cocktail Coasters," I invite you to mingle with political and other figures down in my pool!



## IF JERRY LEWIS RAN FOR DOG CATCHER

And now . . . ladies and gentlemen . . . here he is—your next City Dog Catcher . . . **JERRY LEWIS!**



I think I broke a whole thing here! A whole section crushed! A whole liver is destroyed! Already I got an injury while campaigning—so what's gonna be after I'm Dog Catcher? And especially since the dogs in this town hate me from another job! I was a Mailman here for a week! In your life you never saw such a popular left ankle!!



What is it with the silence? With the not laughing? The way you're reacting, I think it would be better to talk to the dogs—and throw a muzzle on the crowd!



# MIS-HAPPY HOLIDAY DEPT.

Here we go with our answer to the National Safety Council's predictions of how many people will be involved in what type major catastrophes. Mainly—

## THE MAD SAFETY COUNCIL'S PREDICTIONS

For The Upcoming Labor Day Weekend

(How many people will be involved in what-type minor catastrophes)

ARTIST: SERGIO ARAGONES

WRITER: STAN HART

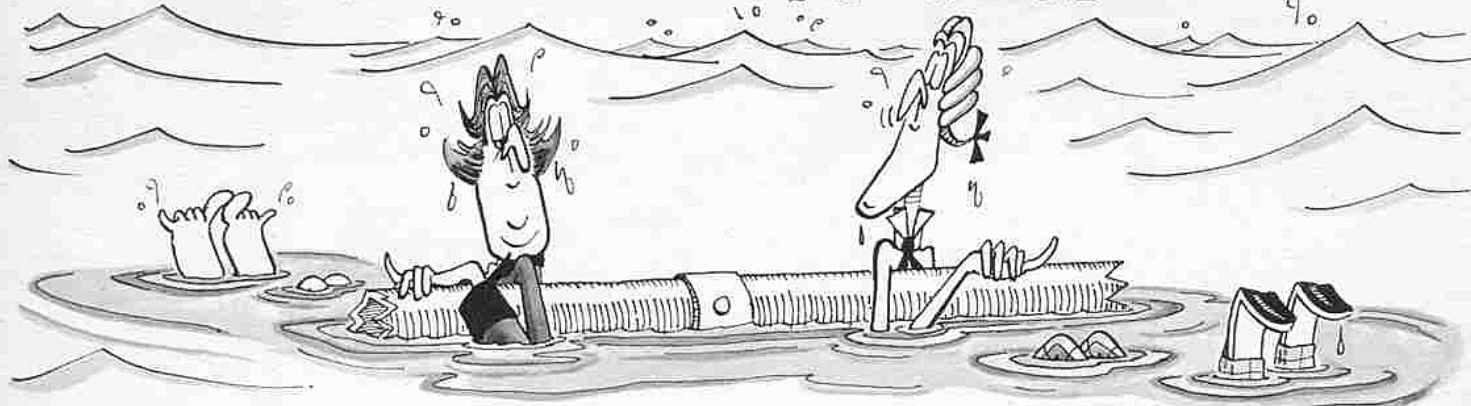
PREDICTION	1,700,000	1,800,000	1,900,000	2,000,000	2,100,000
Men who will be mistaken for dead but who will actually be watching a N. Y. Mets double-header on TV.					
Girls who will feel miserable and lonely because there are no fellows at their resort hotel.					
Girls who will feel miserable and lonely even though there are plenty fellows at their resort hotel.					
Kids whose lips will be shredded when they get stuck to frozen Fudgicles.					
Cars that will be stopped by unmarked police cars for reckless driving.					
Unmarked police cars that will be stopped by other unmarked police cars for reckless driving.					
Kids who will suffer chlorine blur diving into swimming pools to retrieve their locker keys.					
Parents who will worry when they don't see their child getting off the Camp Train.					
Parents who will cheer when they don't see their child getting off the Camp Train.					
Women who will suffer heat prostration while wearing mink jackets at fancy hotels when temperature is in the 90's.					
People who will vow to get together with their Summer acquaintances over the Winter.					
People who will actually get together with their Summer acquaintances over the Winter.					



# ETHOUFFEE

by Sir William S. Gilbert

adapted and illustrated by Sir Don Martin



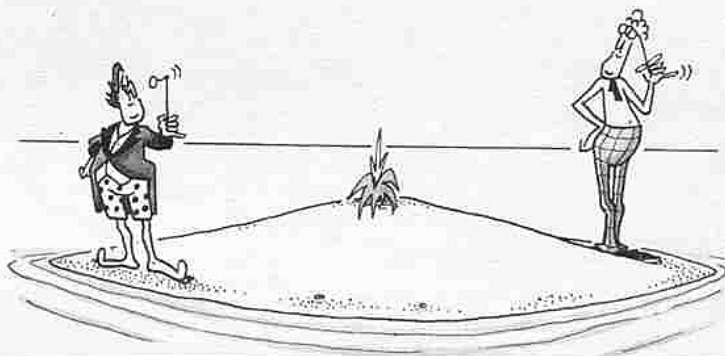
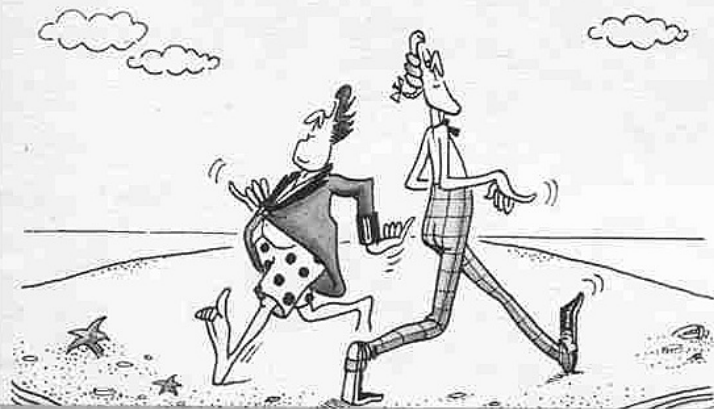
The *Ballyshannon* foundered off the coast of Cariboo,  
And down in fathoms many went the captain and the crew;  
Down went the owners—greedy men whom hope of gain allured:  
Oh, dry the starting tear, for they were heavily insured.

Besides the captain and the mate, the owners and the crew,  
The passengers were also drowned excepting only two;  
Young PETER GRAY, who tasted teas for BAKER, CROOP & Co.,  
And SOMERS, who from Eastern shores imported indigo.

These passengers, by reason of their clinging to a mast,  
Upon a desert isle were eventually cast.  
They hunted for their meals, as ALEXANDER SELKIRK\* used,  
But they couldn't chat together—they had not been introduced.

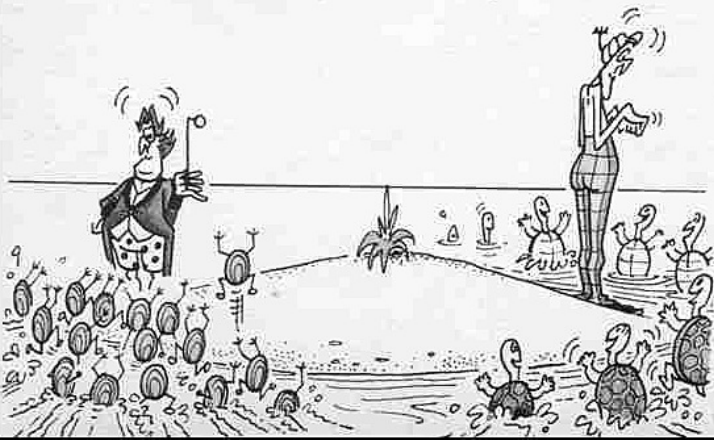
\*Inspiration for Robinson Crusoe.

For PETER GRAY, and SOMERS too, though certainly in trade,  
Were properly particular about the friends they made;  
And somehow thus they settled it without a word of mouth—  
That GRAY should take the northern half,  
while SOMERS took the south.

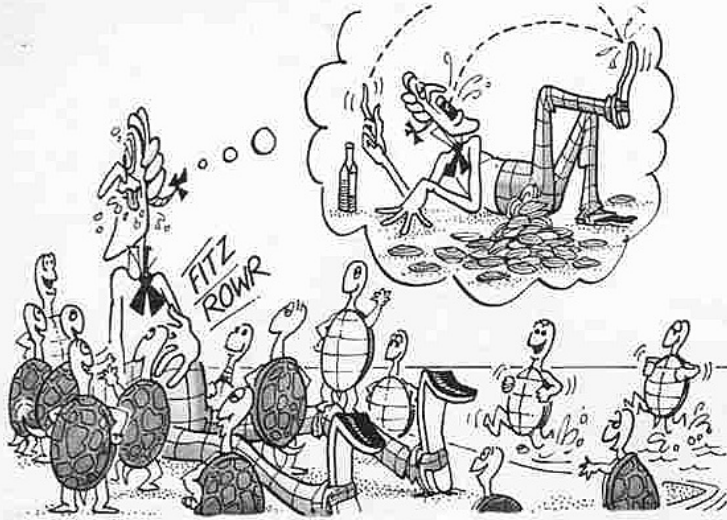


On PETER's portion grew—a delicacy rare,  
But oysters were a delicacy PETER couldn't bear.  
On SOMERS' side was turtle, on the shingle lying thick,  
Which SOMERS couldn't eat, because it always made him sick.

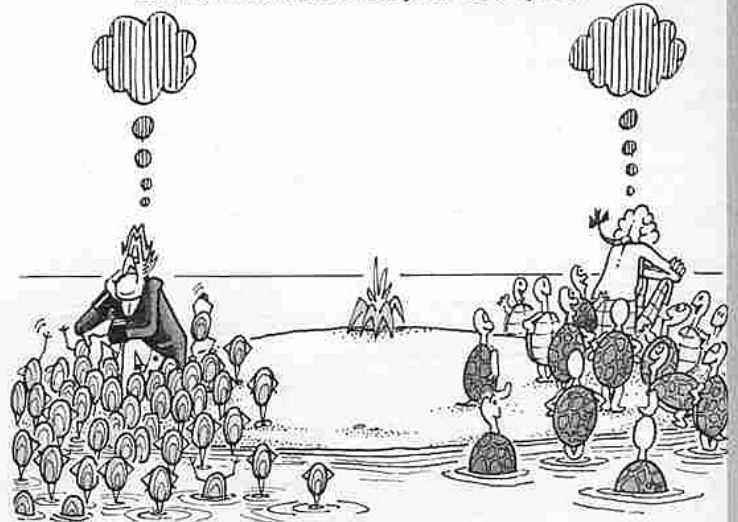
GRAY gnashed his teeth with envy as he saw a mighty store  
Of turtle unmolested on his fellow-creature's shore.  
The oysters at his feet aside impatiently he shoved,  
For turtle and his mother were the only things he loved.



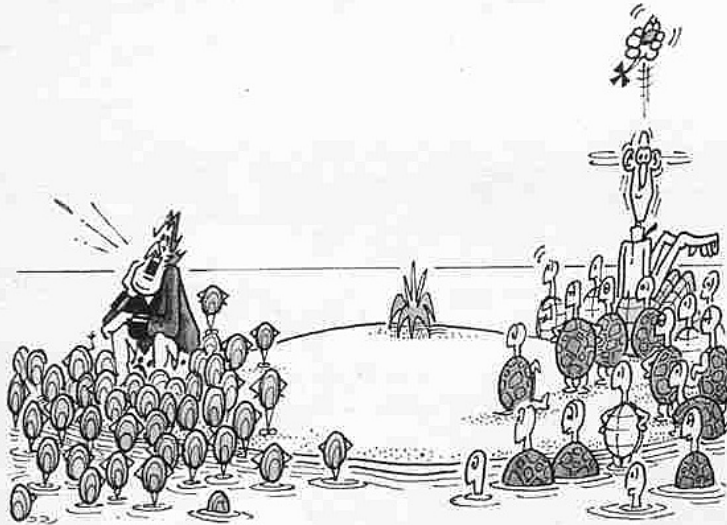
And SOMERS sighed in sorrow as he settled in the South,  
For the thought of PETER's oysters brought water to his mouth.  
He longed to lay him down upon the shelly bed, and stuff;  
He had often eaten oysters, but had never had enough.



How they wished an introduction to each other they had had  
When on board the *Ballyshannon*! And it drove them nearly mad  
To think how very friendly with each other they might get,  
If it wasn't for the arbitrary rule of etiquette!



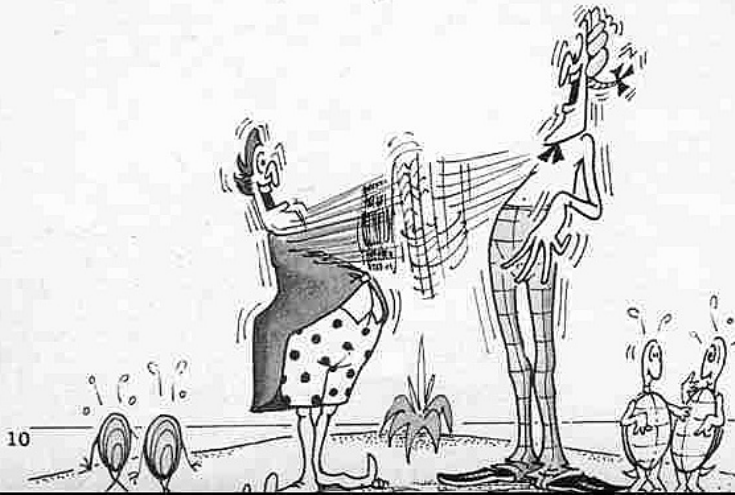
One day, when out a-hunting for the *mus ridiculis*,  
GRAY overheard his fellow-man soliloquizing thus:  
"I wonder how the playmates of my youth are getting on,  
M'CONNELL, S. B. WALTERS, PADDY BYLES, and ROBINSON?"



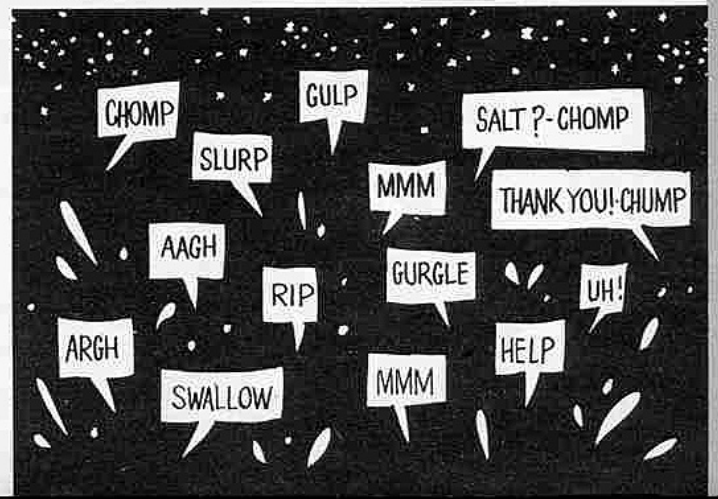
These simple words made PETER as delighted as could be,  
Old chummies at the Charterhouse were ROBINSON and he!  
He walked straight up to SOMERS, then he turned extremely red,  
Hesitated, hummed and hawed a bit,  
then cleared his throat, and said:



"I beg your pardon—pray forgive me if I seem too bold,  
But you have breathed a name I know familiarly of old.  
You spoke aloud of ROBINSON—I happened to be by.  
You know him?" "Yes, extremely well." "Allow me, so do I."

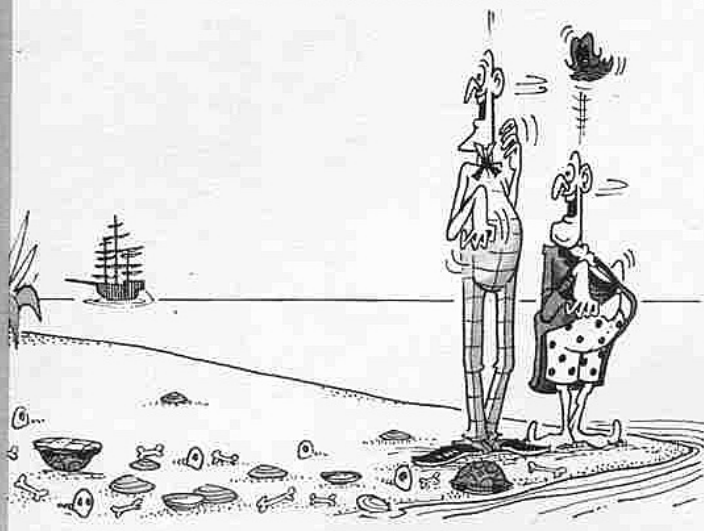


It was enough! They felt they could more pleasantly get on.  
For (ah, the magic of the fact!) they each know ROBINSON!  
And Mr. SOMERS' turtle was at PETER's service quite,  
And Mr. SOMERS punished PETER's oyster-beds all night.

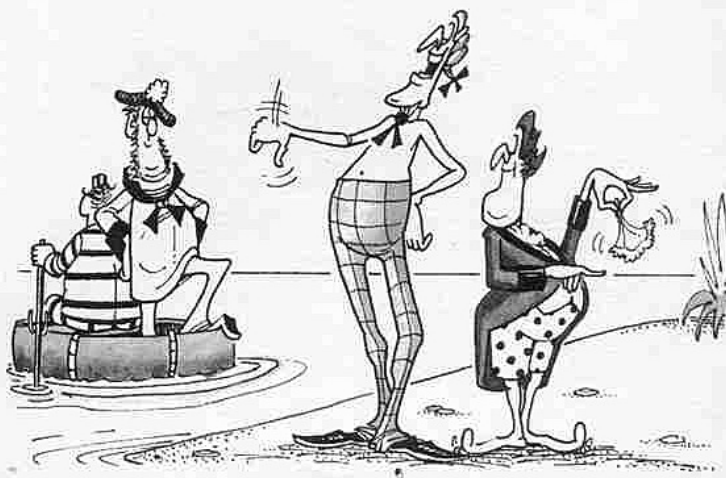




They lived for many years on that inhospitable shore,  
And day by day they learned to love each other more and more.  
At last, to their astonishment, on getting up one day,  
They saw a frigate anchored in the offing of the bay.



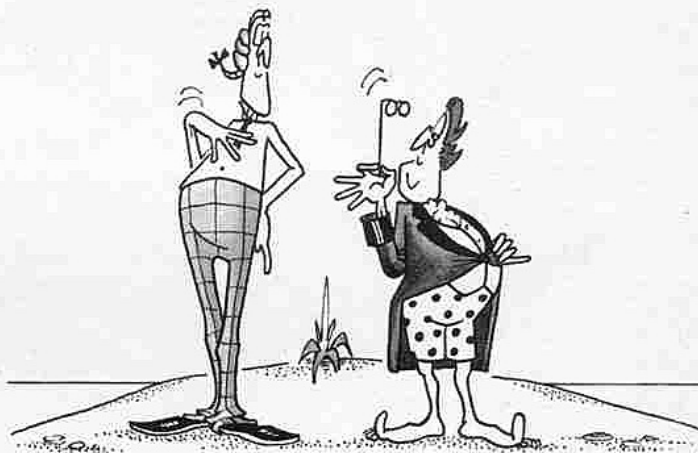
But all their joys were scattered in a moment when they found  
The vessel was a convict ship from Portland, outward bound;  
When a boat came off to fetch them,  
though they felt it very kind,  
To go on board they firmly but respectfully declined.



As both the happy settlers roared with laughter at the joke,  
They recognized a gentlemanly fellow pulling stroke:  
'Twas ROBINSON—a convict, in an unbecoming frock!  
Condemned to seven years for misappropriating stock!!!



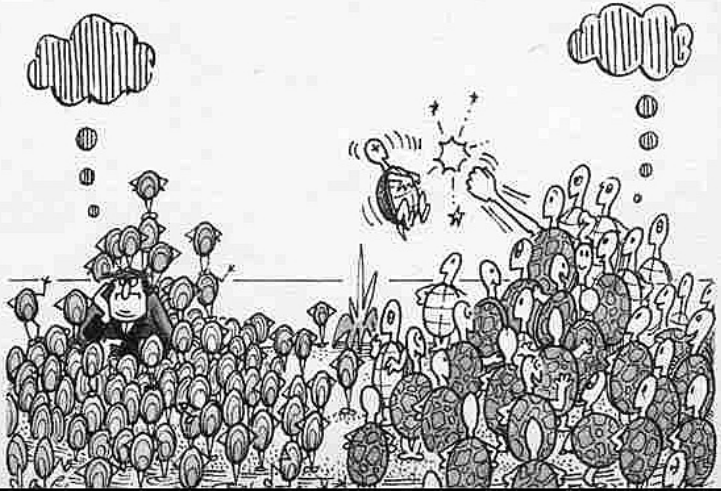
They laughed no more, for SOMERS thought  
he had been rather rash  
In knowing one whose friend had misappropriated cash;  
And PETER thought a foolish tack he must have gone upon  
In making the acquaintance of a friend of ROBINSON.



At first they didn't quarrel very openly I've heard;  
They nodded when they met, and now and then exchanged a word;  
The word grew rare, and rarer still the nodding of the head,  
And when they meet each other now, they cut each other dead.



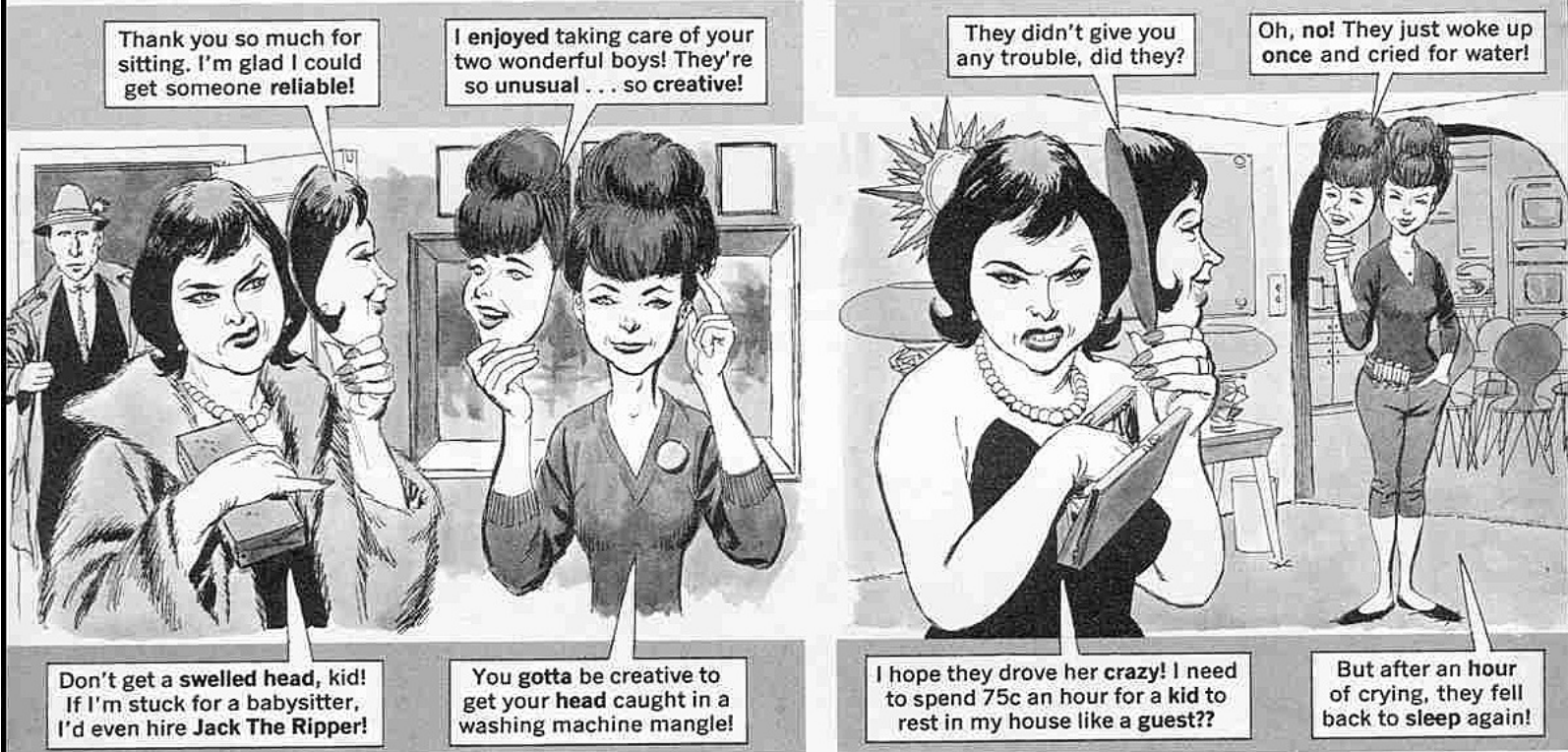
To allocate the island they agreed by word of mouth,  
And PETER takes the north again, and SOMERS takes the south,  
And PETER has the oysters, which he hates, in layers thick,  
And SOMERS has the turtle—turtle always makes him sick.



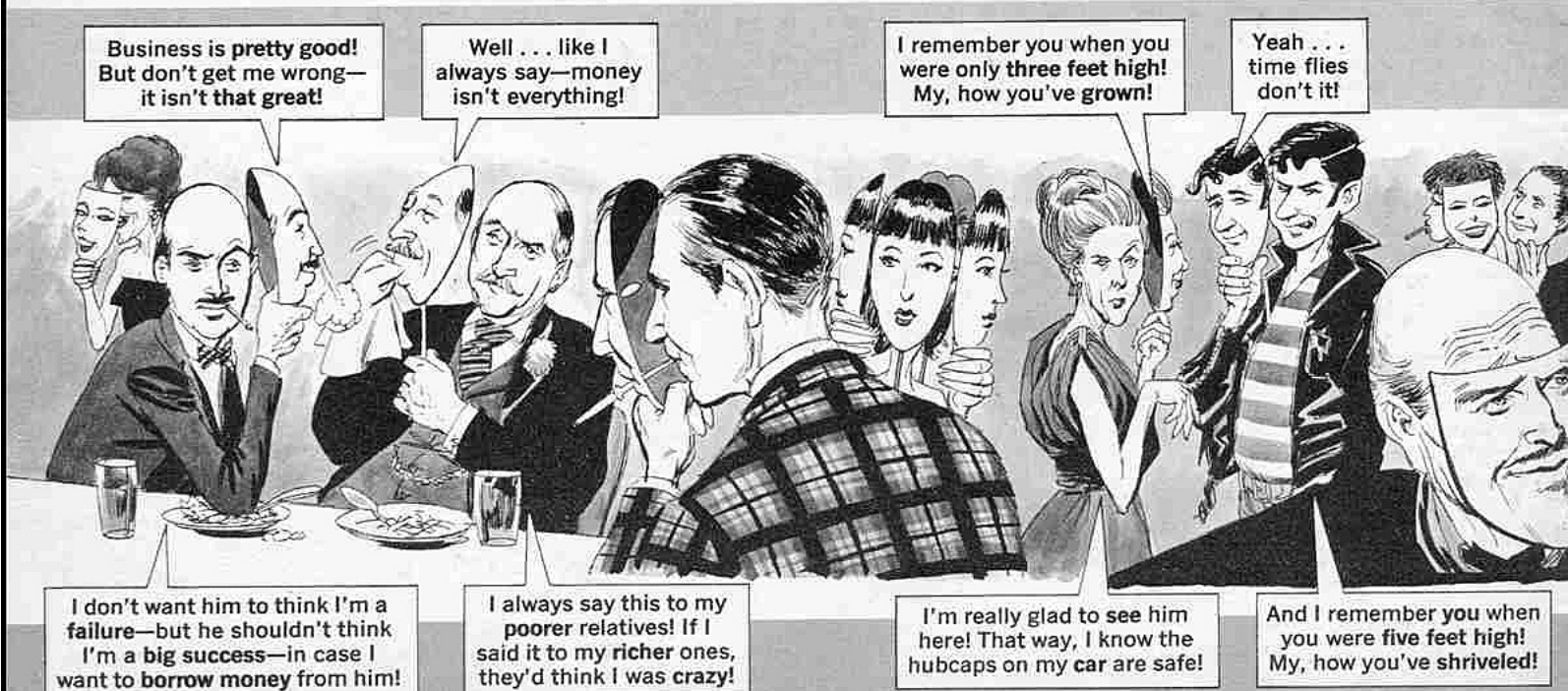
A few issues back, we ran a "Strange Interlude With Hazy" to show that there's a big difference between the way people talk and the way they actually feel! You'll remember (unless you were a fink and didn't buy that issue!) that Hazy and the people she worked for had masks or personnas which they presented to the outside

# STRANGE INTERLUDE

## A STRANGE INTERLUDE WITH A BABYSITTER



## A STRANGE INTERLUDE AT A FAMILY REUNION





world, while their real thoughts were spoken only to us. Well, in retrospect, we know darn few people who have maids like Hazy, so we'd like to show you how this "Strange Interlude" gimmick would work in situations that are closer to real life (in addition to the fact that new ideas are hard to come by!) Here, then, is . . .

# S IN EVERYDAY LIFE

ARTIST: GEORGE WOODBRIDGE

WRITER: STAN HART



I'm glad you helped yourself to something! I forgot to tell you where the cake was!

Oh, I stumbled on it —while I was looking for a glass of water!



How did she ever find that cake? I hid it in the bedroom closet!

I found it when I locked the kids in the bedroom closet!

I hope you accomplished everything you planned to do this evening!

Oh, I did quite a bit! I find I can do lots more in a stranger's house than I can in my own!



She thinks I'm falling for that old schoolbook routine, but I can feel that the TV set is still warm, and I can see the dents in the sofa!

Lots more than my folks would let me do . . . like dancing, smoking and necking!

Too bad we only get together for family reunions! If you're ever in our neighborhood, drop in! You know our address . . .

We should see more of each other! That's why I never miss one of these family affairs!



Of course, that's our old address, so I can afford to extend the invitation!

Actually, I hate them! I only come in self-defense! Otherwise, they'll all talk about me!

You remember my daughter, Cynthia! She graduated Radcliffe, took her Masters at Columbia and her Ph.D. at Cal Tech. Now she has a very important job with the U.N.!

Too bad we lose track of each other! With summers in Maine and winters in Palm Beach, we don't see too many relatives!



In other words, she's still not married! I could die from shame!!

I wonder if the family knows just how rich we really are? If I could only get them outside to see our new Cadillac! Hmmm . . . maybe I'll yell "Fire" . . .

## A STRANGE INTERLUDE WITH A DENTIST

Well, well! It's time for your semi-annual checkup!

I love coming here because you're such a good dentist!

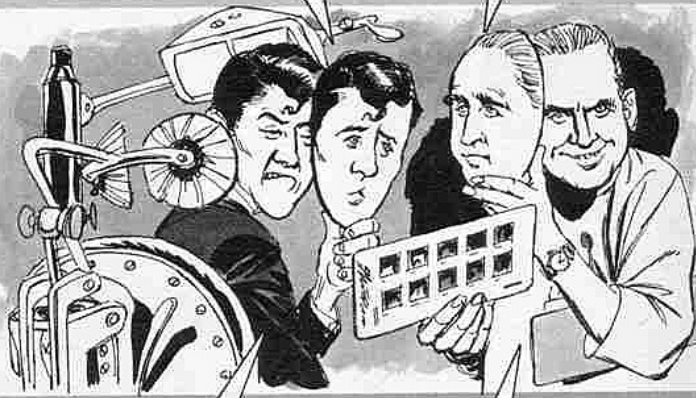


It's also time for those little holes I drilled into your teeth 6 months ago to have developed into cavities!

If I didn't need a dental note for school, wild horses couldn't have dragged me here!

Do those \$15 X-rays show where I have decay?

Yes, you can see how bad your teeth are!



I don't need X-rays! I know where the decay is! Under the 13 fillings he put in the last time!

Actually, you can see how bad my wife's teeth are! They're her X-rays! I pass them off on all my patients!

## A STRANGE INTERLUDE WITH A GRADE ADVISOR

I thought I'd better see you about my work—maybe you can help me! You see, my folks don't understand me...

Hmm! Well, your marks aren't too good! You may have trouble getting into a top-notch college!



Namely, they don't understand how I can fail subjects like "Lunch" and "Home Room"...

With these marks, he'd have trouble getting back into high school!

Well, it's difficult trying to study in my home with that TV set going full blast day and night!

Have you given any thought to going to one of those smaller, more exclusive out-of-town colleges?



Especially since I'm the one who's watching it!

Let's see... there's one in Tanganyika that might take him!

## A STRANGE INTERLUDE WITH A BLIND DATE

Hello! My mother met your mother in the beauty parlor, and she suggested I drop over tonight!

Oh... you must be Stanley! I'm so happy to meet you!



What a beast! That "Beware of Dog" sign shouldn't be on the lawn! It should be here... on the front door!

So this is the boy who my Mother said had everything! She must have been talking about his skin condition!

Would you like to do something... like go for a walk?

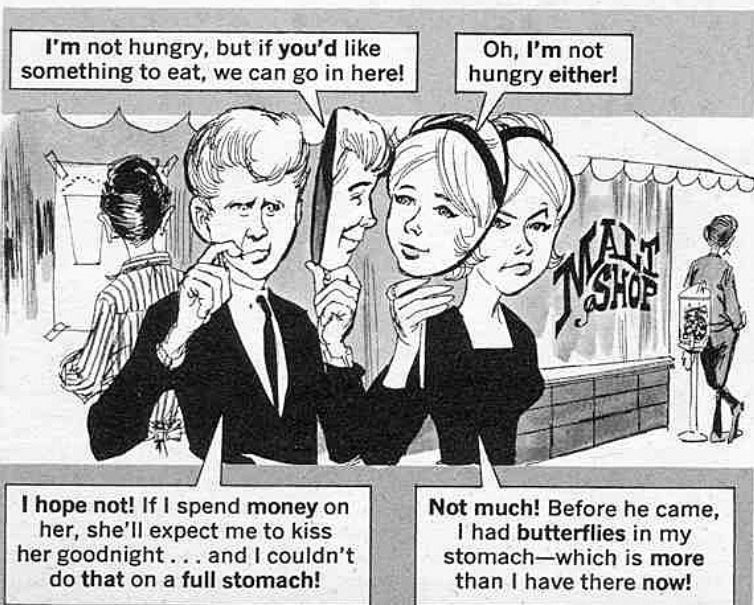
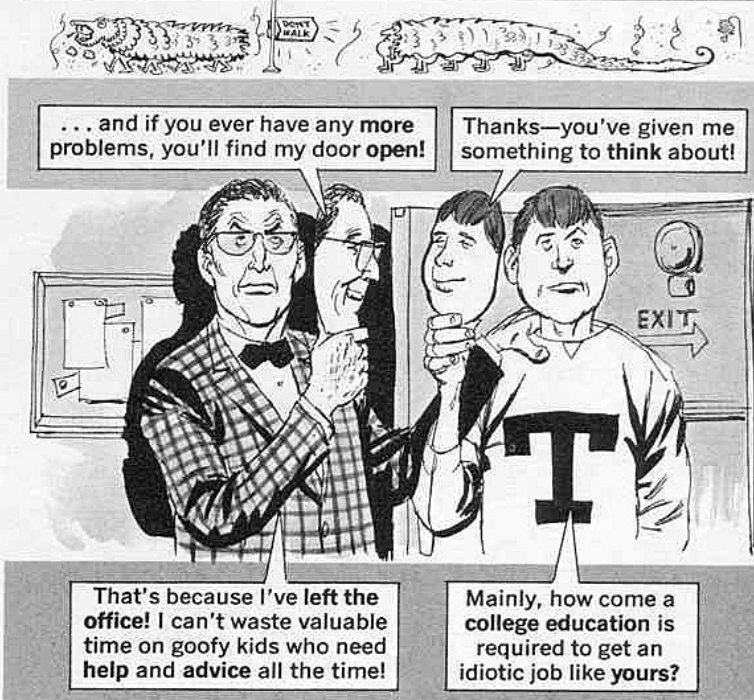
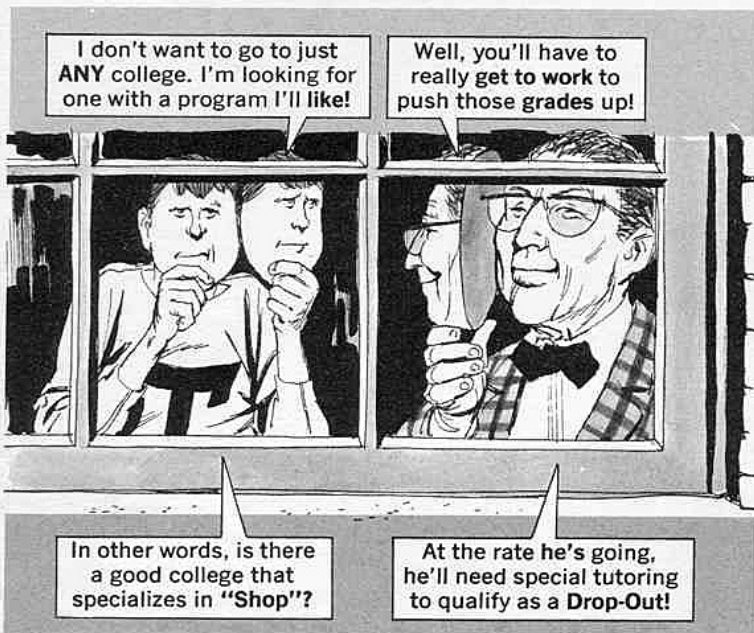
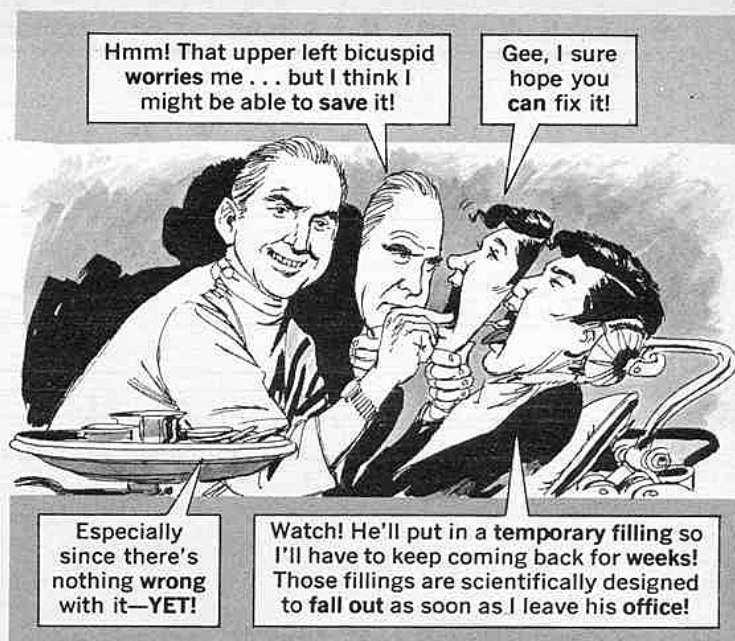
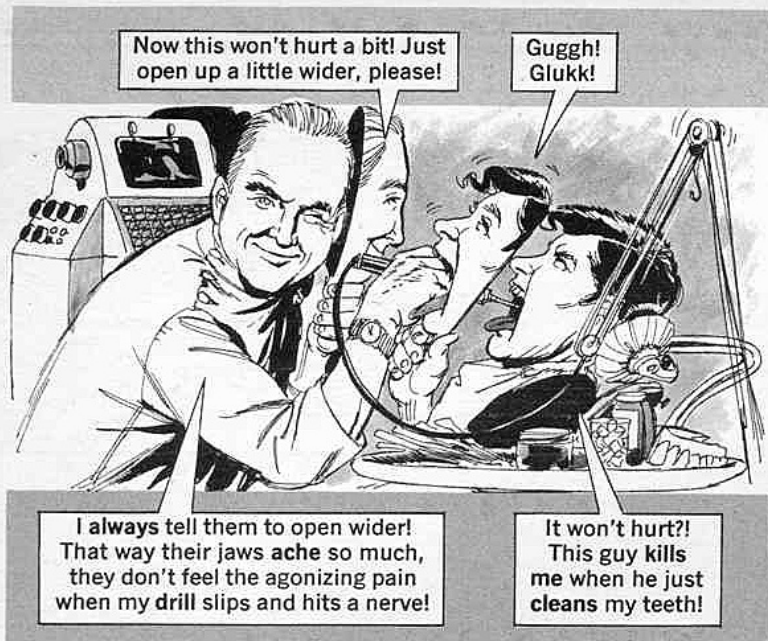
Oh, anything you'd like to do is fine with me!

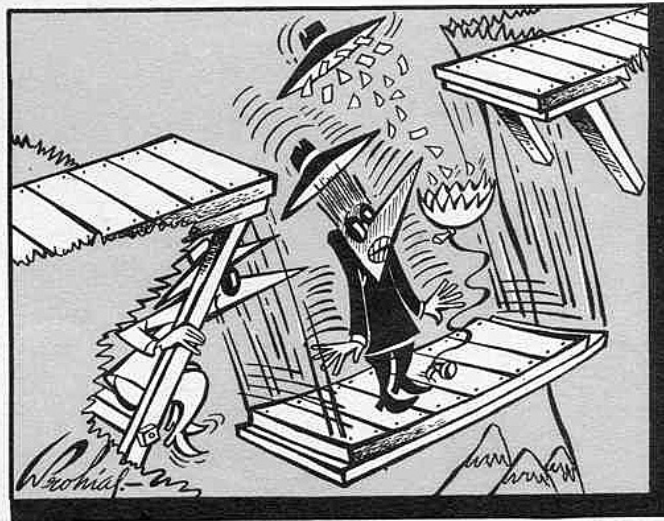
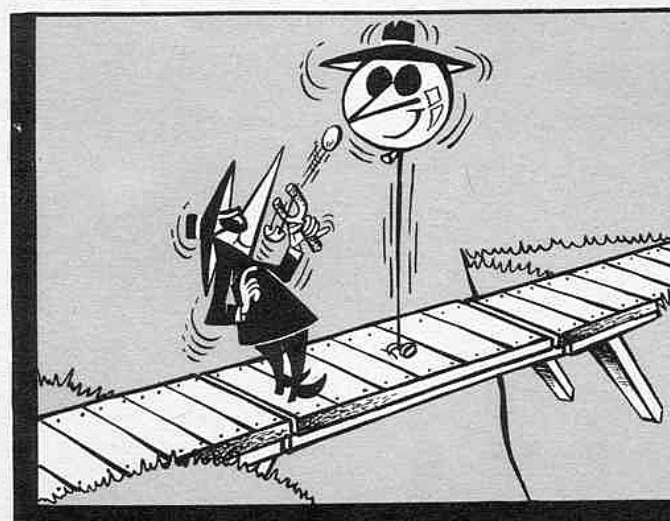
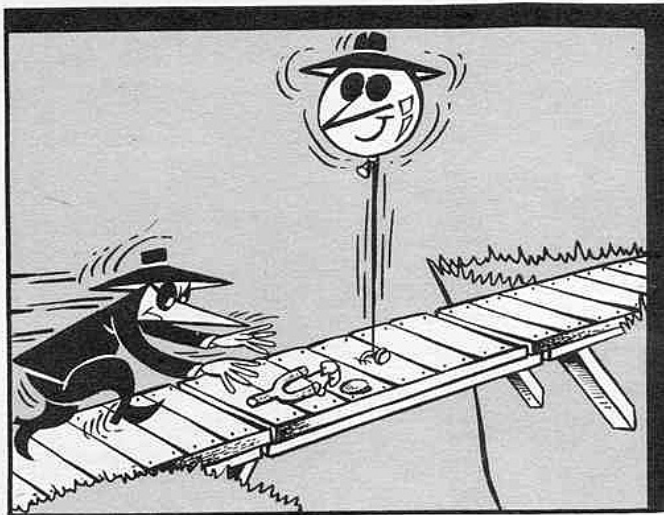
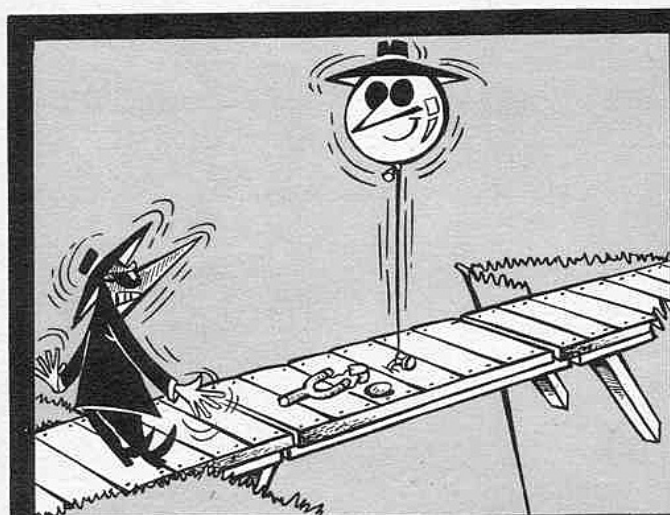
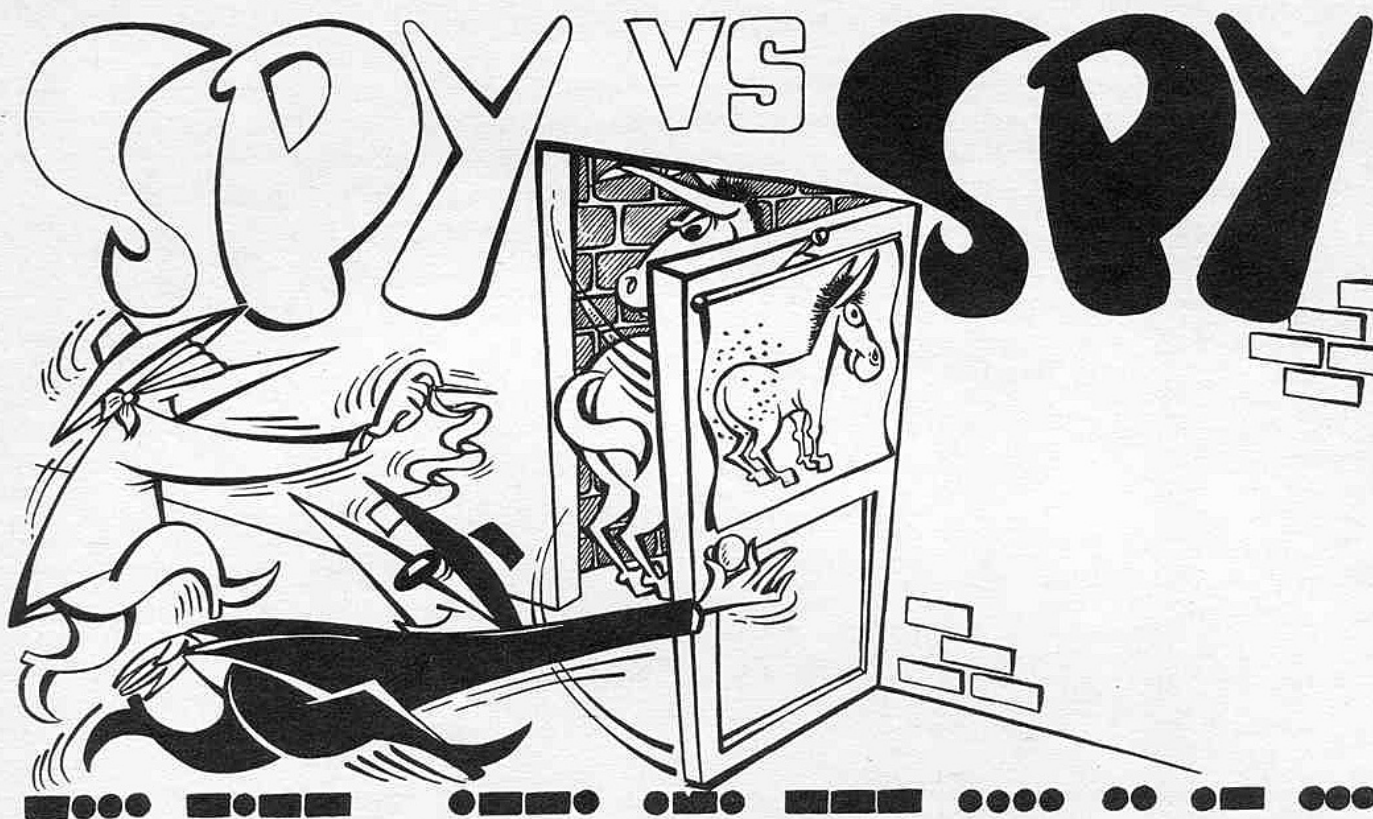


Well, don't let me stop you! I'll stay and talk to your folks! They must be fun-people... they look so cute hiding behind the curtains like that!

If we take a walk, I hope it's down a dark street—not for romance, but for prestige! I don't want to be seen with this creep!









Most people keep scrapbooks with mementoes of wonderful bygone years that were full of joy and happiness. But who said the past is always full of sweetness and light? Answer this—How are you feeling right now? Rotten, hah? Sure you do! That's why we'd like to see more honest collections of souvenirs from the past—including those that cover the miserable experiences, too! Something like this example we dug up recently:

# Louise Cramm's REALISTIC MAD SCRAPBOOK

*If found, please keep! It makes me sick!*

ARTIST: BOB CLARKE

WRITER: STAN HART

THE SIXTH GRADE CLASS

of

P.S. 193

presents

A MUSICAL SALUTE TO  
ARBOR DAY

starring:

ERNE PUMPFER as THE TREE

LOUISE CRAMM as THE TEAPOT

FINSTER HAGEN as THE CUP

DORIS MUGGERA as THE WET BAG

ACT 1

In A Garden

Solo . . . . . Louise Cramm  
Duet . . . . . Doris Muggera  
                    & Finster Hagen  
Trio . . . . . Ernie Pumpfer,  
                    Finster Hagen &



*My first public performance—and the worst day of my life. I sang: "I'm a Little Tea Pot Short and Stout"—and I was short and stout!*

*I won this award over 75 other contestants. For years, I was famous for winning it—and so ashamed of it! It was for a "Freckle Contest" my folks had entered me in!*

*A drawing I recently found while cleaning out my closet. When I checked the date on the back, I was surprised to see how old I was when I did it! Mainly because I was sixteen!*

## FUDGIPOP LUCKY STICK

*The only thing I ever really won—a free ice cream pop. Because I ate that second pop I'd won, my face broke out and I was too embarrassed to go to the Spring Dance!*



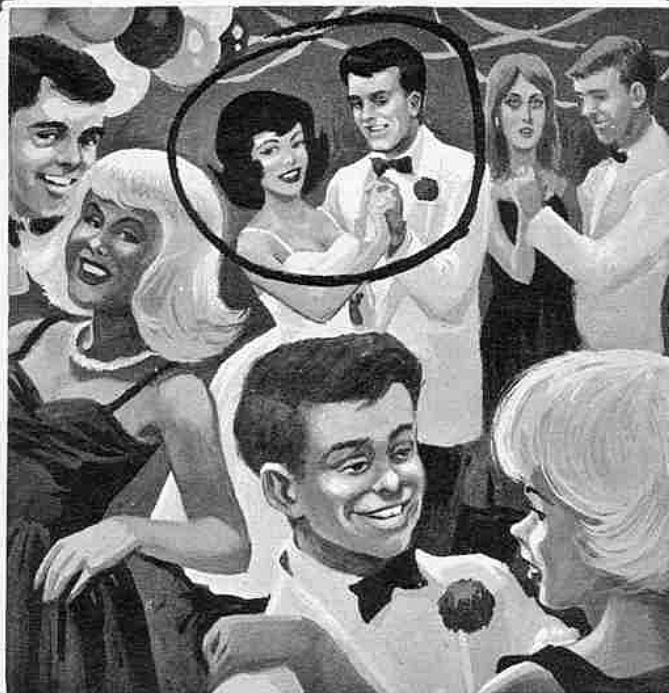
*My first date with Bob! Also my last date with Bob after my folks saw this napkin!*

To The Sweetest  
Girl In The  
World!

Happy  
Valentine's  
Day

Guess who!?

*This card came with a dozen roses. I was in heaven until I recognized my Father's handwriting.*

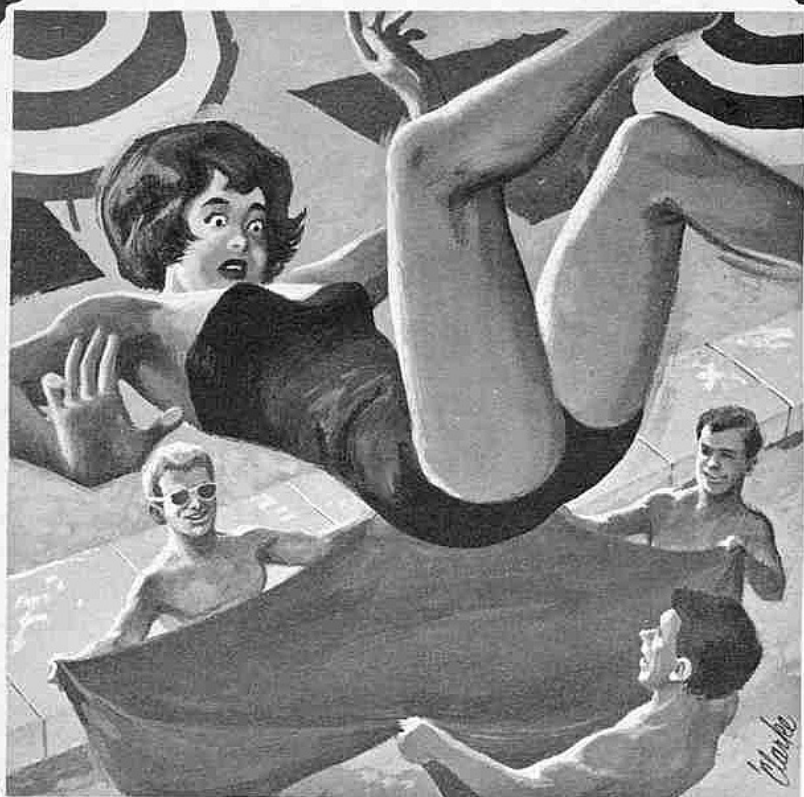


*Me and Gregg at the High School Prom. I had a wonderful time—at least I was having a wonderful time until Gregg said to me in front of everyone—"Hey, this is fun, Cousin Louise!"*

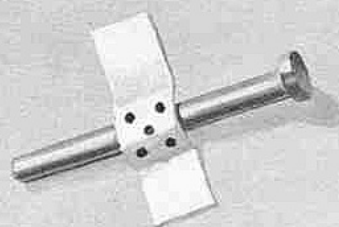
D 103		104	
GOOD ONLY WEDNESDAY 8:40 P.M.		FEB 30 1962	
MARK HELLINGER THEATER		HELLINGER THEATER	
ORCHESTRA \$8.60		ORCHESTRA \$8.60	
MY FAIR LADY			
237 West 51st Street, N.Y.C.			
FEB 30 1962		FEB 30 1962	
ORCHESTRA D 103		ORCHESTRA D 104	
Established Price		\$3.00	
Scalper's Profit		\$5.00	
N.Y.C.'s Profit		.60	
TOTAL		\$8.60	
If \$8.60 seems like an awful lot to pay for a seat to a top Musical, remember—you can always wait for the movie and pay less, but you can't go around bragging that you saw it on Broadway!			

*Oh, how I'd looked forward to this night! It would have been great—if I hadn't come down with Chicken Pox an hour before curtain time!*





*Here are Alvy, Marty and  
Larry at the beach,  
tossing me 15 feet into  
the air!*



*Here is the pin the doctors  
put in my fractured arm  
after I fell 15 feet at the  
beach and landed on cement!*

**RAFFLE! RAFFLE!**

**Sponsored by  
THE YOUNG PEOPLE'S LEAGUE  
TO CLEAN UP THEM OTHER YOUNG PEOPLE'S LEAGUES  
for**

**A Luxurious, Expensive  
MINK JACKET**

**SUBSCRIPTION PRICE 25c  
—5 FOR \$1.00**

**Drawing to be held June 25th, 1964**

**WINNER MUST BE PRESENT AT DRAWING  
IN ORDER TO CLAIM PRIZE**

**No. K 8950**

*This is the winning raffle ticket! I found  
it in an old pocketbook two weeks after  
the drawing!*

*The fraternity pin that Don  
pinned on me New Year's Eve.  
Unfortunately, it was  
rusty and stuck me.  
I came out of the hospital  
in time for Don and Judy's  
engagement party!*



*The picnic when I really expected Ralph  
to pop the question - until I lost my  
stupid head and beat him in the Tug-O-War!*

**EXTRA-SENSELESS RECEPTION DEPT.**

Have you noticed that most TV shows have very peculiar titles? Take f'rinstance "The Eleventh Hour". From the title, you might expect to see "The News". After all, that's

# MISLEADING

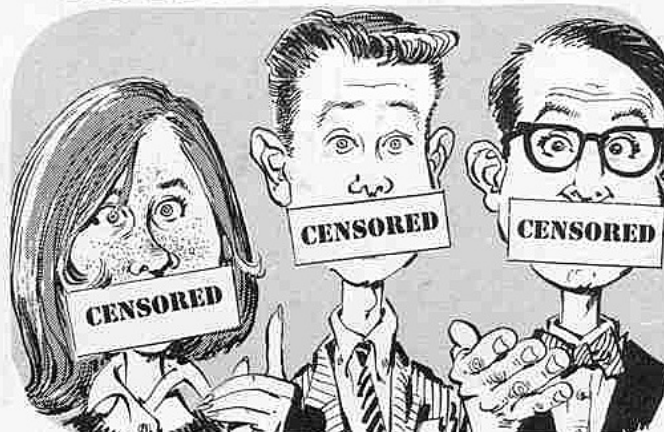
ARTIST: MORT DRUCKER

**IF YOU SAW THIS TV SHOW  
TITLE FOR THE FIRST TIME**

**YOUTH  
WANTS  
TO  
KNOW**

Mainly because this title sounds like it's a show about kids asking questions they *really* want answers to—but TV hasn't grown up enough for that quite yet. So they ask questions everyone *expects* nice young kids to ask.

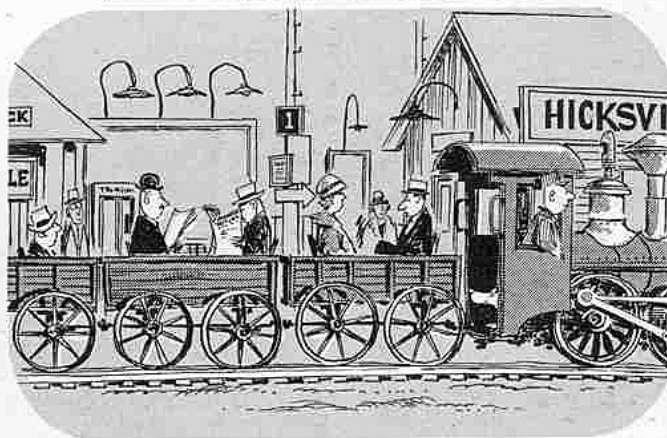
**...THIS IS WHAT YOU'D  
EXPECT IT TO BE ABOUT—**



**FROM THIS TV SHOW TITLE...**

**WAGON  
TRAIN**

**...YOU MIGHT EXPECT THIS—**



A title like this brings to mind a show about commuters who endure the ultimate in delapidation on their daily trips to the city from their suburban havens instead of a pedestrian Western travelling a well-beaten plot path.

**EAST  
SIDE / WEST  
SIDE**





the only thing that's on at Eleven P.M. Turns out it's a show about Psychiatrists and it goes on at Ten P.M. If you think that's bad, here are some other shows with . . .

?

# TV TITLES

WRITER: AL JAFFEE



**AND IF YOU SAW THIS TV  
TITLE FOR THE FIRST TIME**

**TEMPLE  
HOUSTON**

**...THIS IS WHAT YOU'D  
EXPECT IT TO BE ABOUT—**



Mainly because thoughts of an unusual Western religious program are conjured up by the title of this show—but turns out to be just another one of those "Oatburners" that hasn't got a prayer of entertaining anyone over 10.

**AND FROM THIS TV TITLE...**

**77  
SUNSET  
STRIP**

**...YOU MIGHT EXPECT THIS—**



That's right! It sounds like a show about 77 nuts who disrobe at sundown. Actually, it's a brilliant detective series that gave us such wonderfully dramatic moments as Kookie Byrnes combing his hair. Now you get the idea!

**MY  
THREE  
SONS**



**I've Got  
A Secret**



**THE FARMER'S  
DAUGHTER**



**Bachelor  
Father**



**NAKED  
CITY**

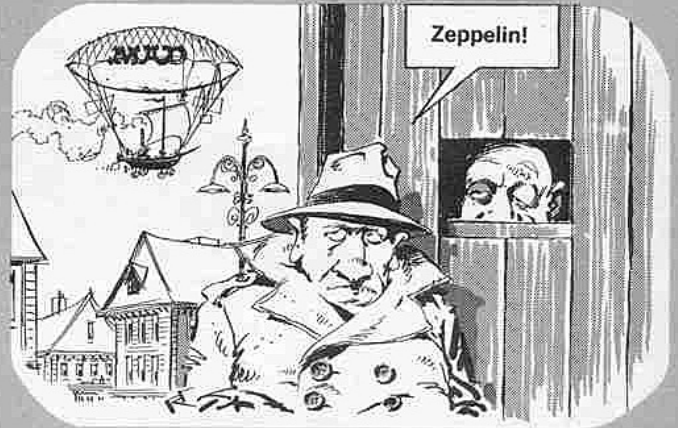




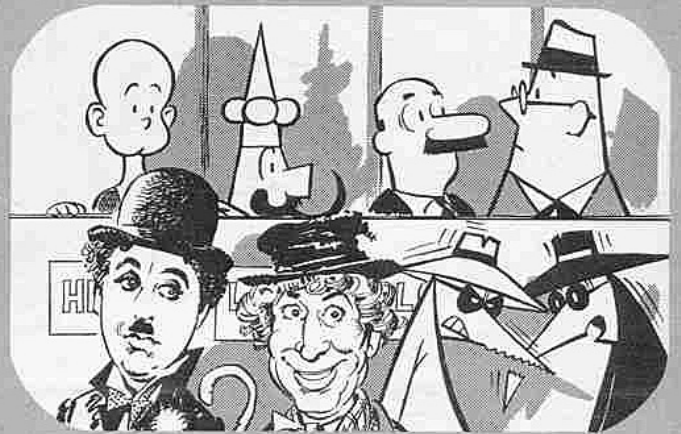
**YOU  
ASKED  
FOR IT**

**DUE TO POPULAR  
DEMAND, WE ARE  
ELIMINATING ALL  
COMMERCIALS ON  
THIS TV SHOW  
PERMANENTLY**

**PASSWORD**



**Pantomime  
Quiz**



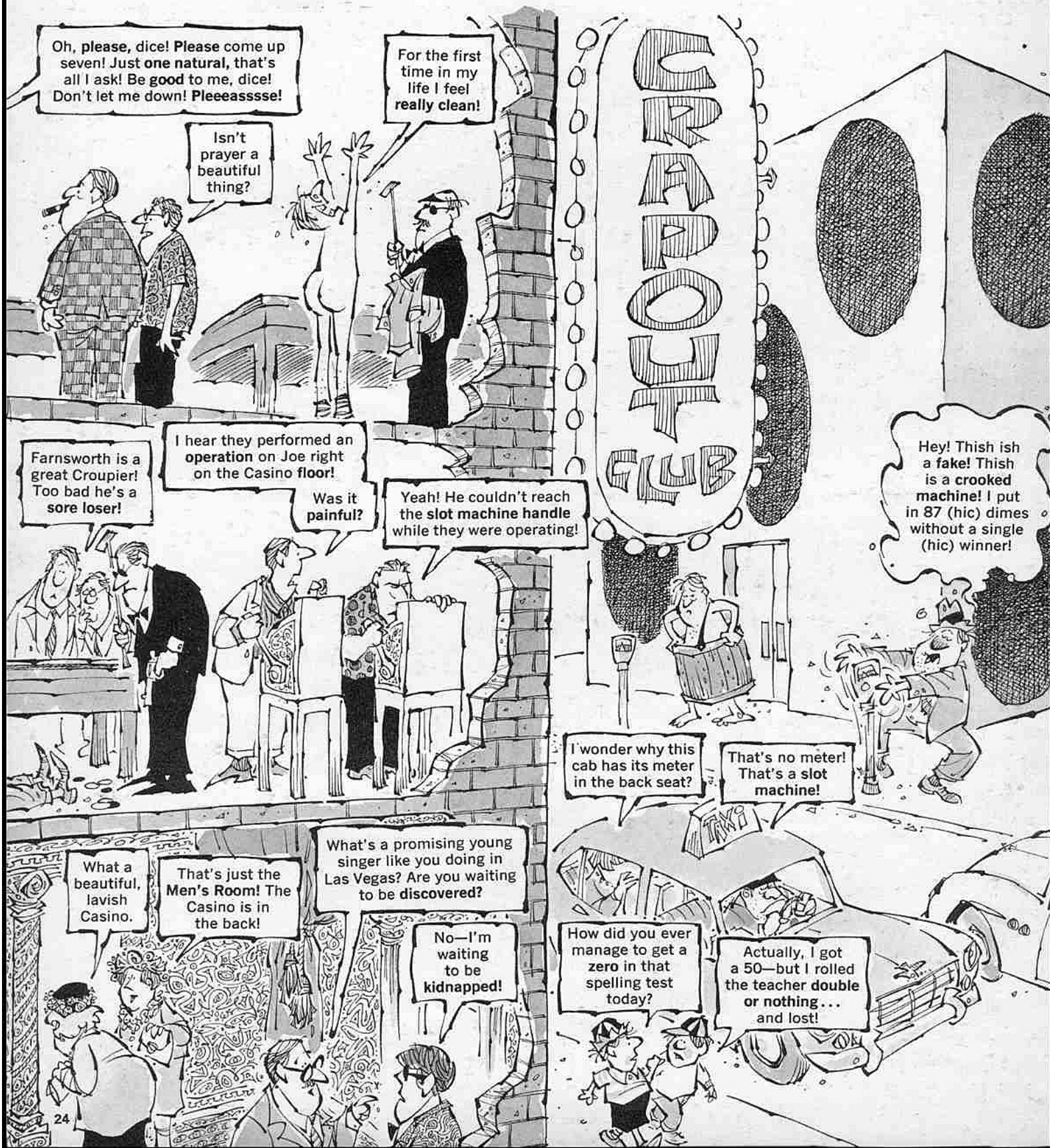
**LEAVE  
IT TO  
BEAVER**



# TALK OF THE TOWN DEPT.

In this, its third installment, "The MAD Information Service" continues to inform Americans about America — by presenting

# THE SIGHTS OF THE



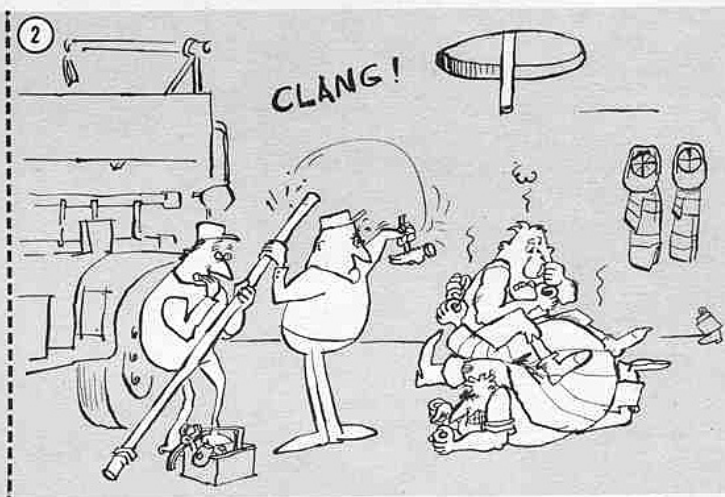


WRITERS: LARRY SIEGEL & FRANK JACOBS

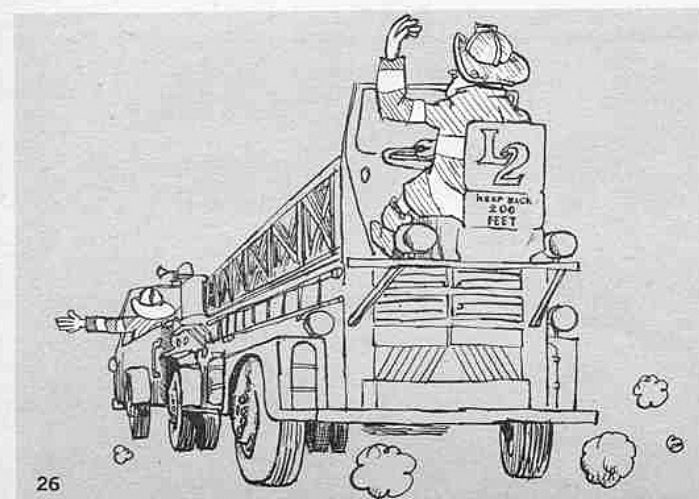
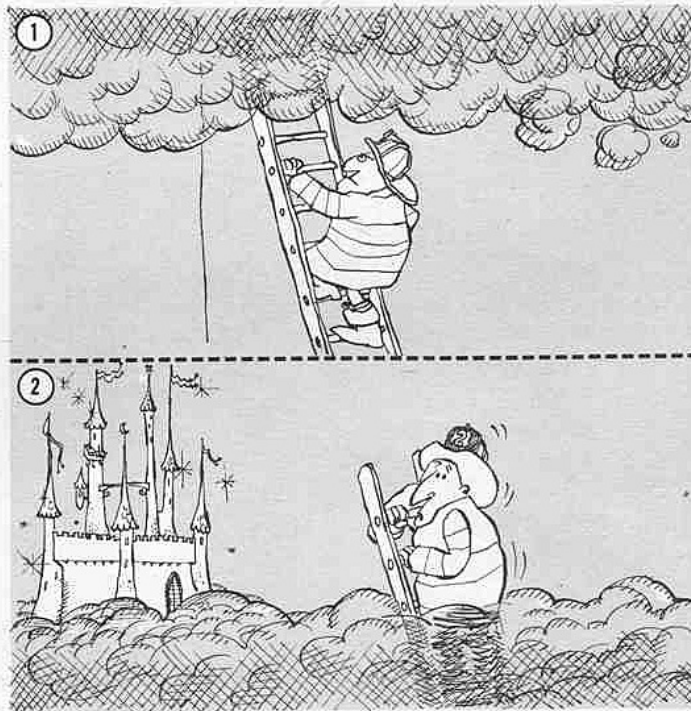
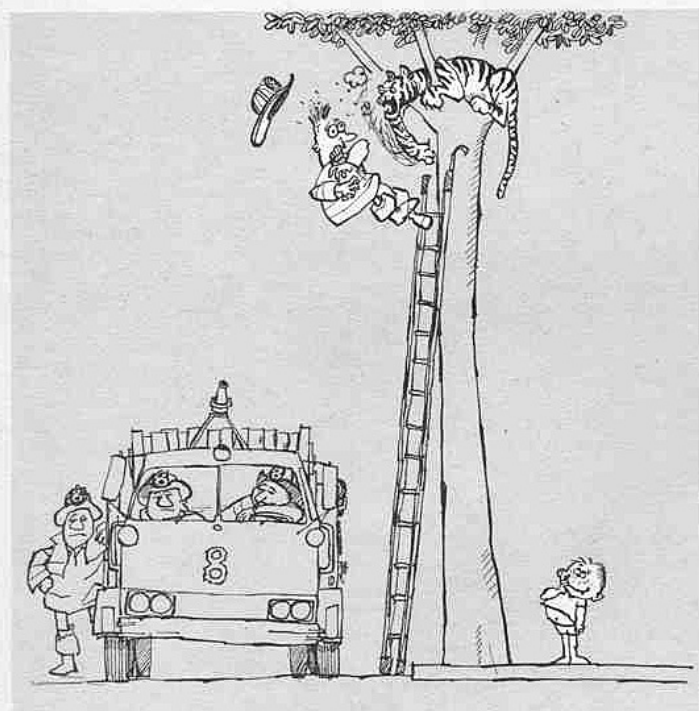


TAKE ME TO YOUR LADDER DEPT.

# A MAD LOOK

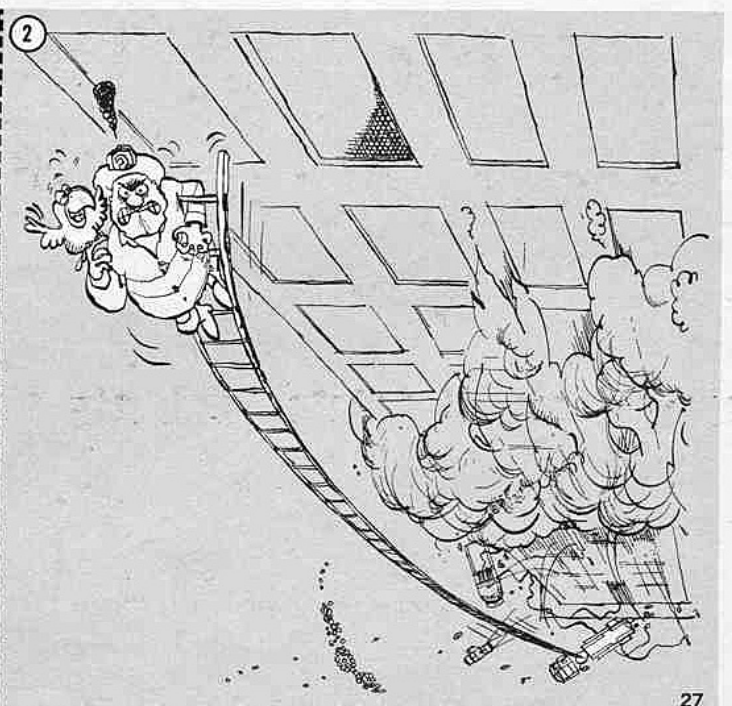
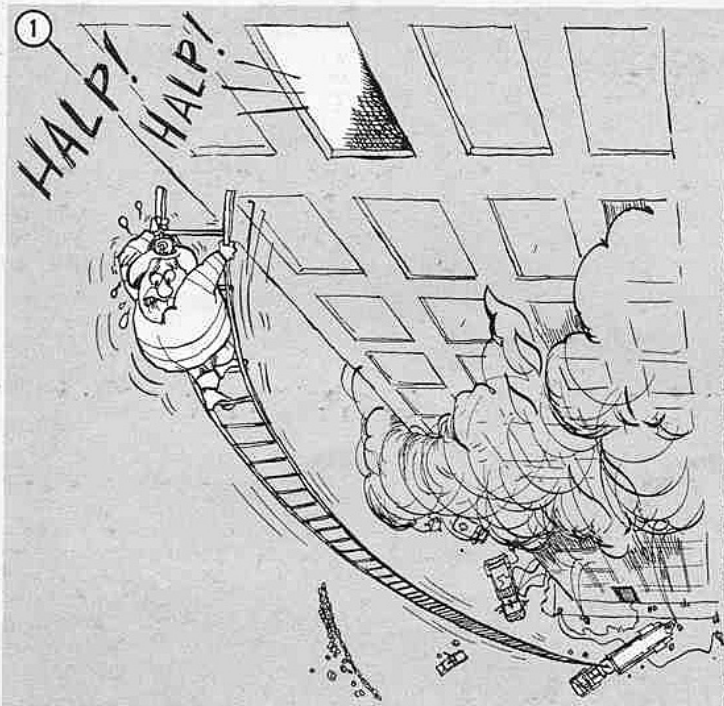
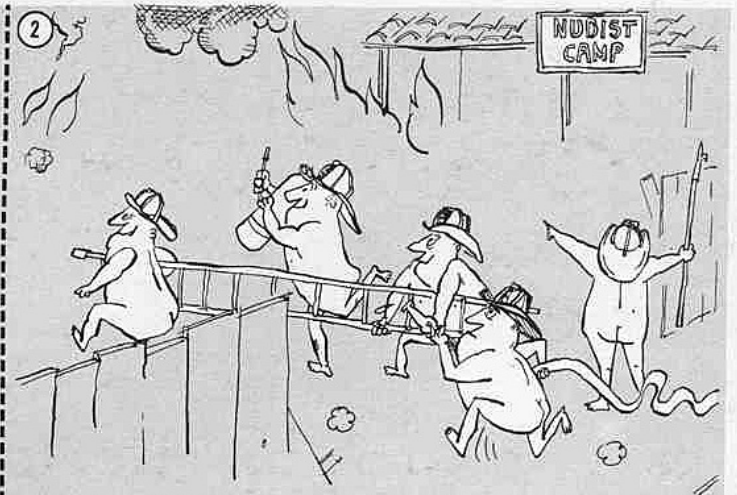
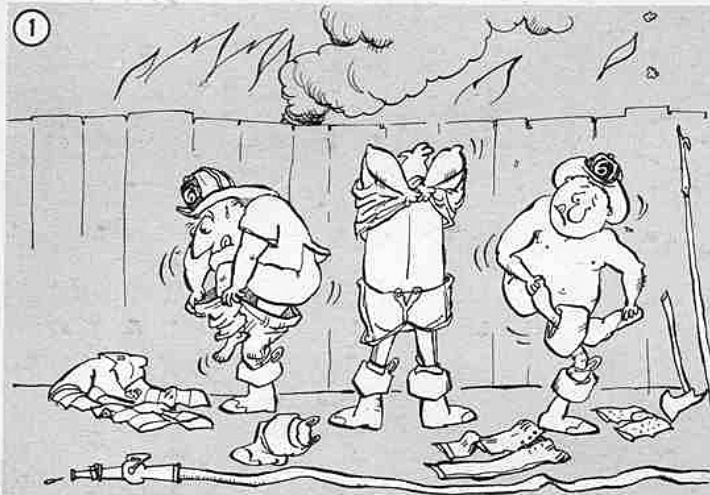
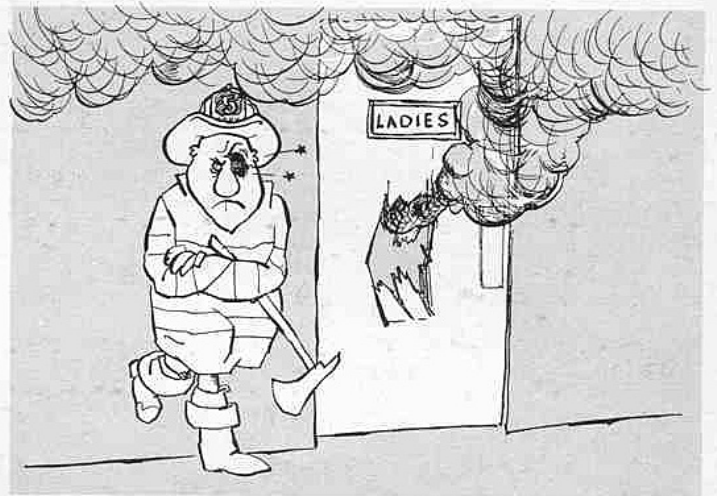


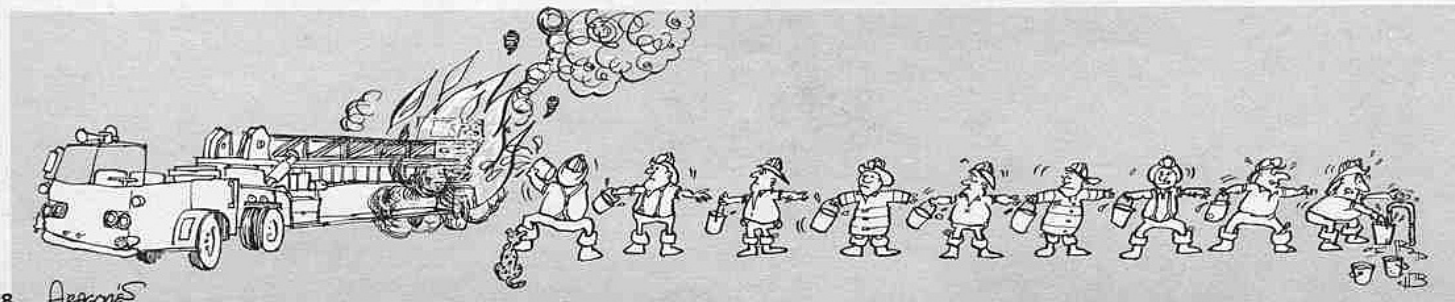
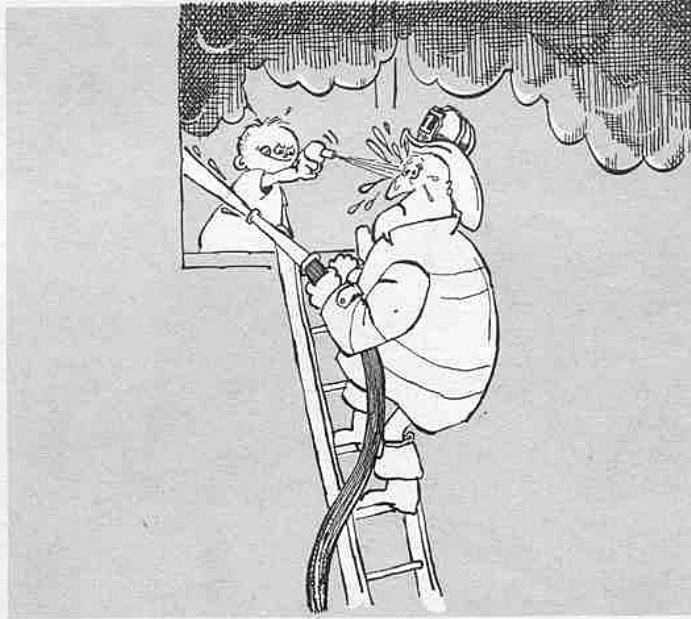
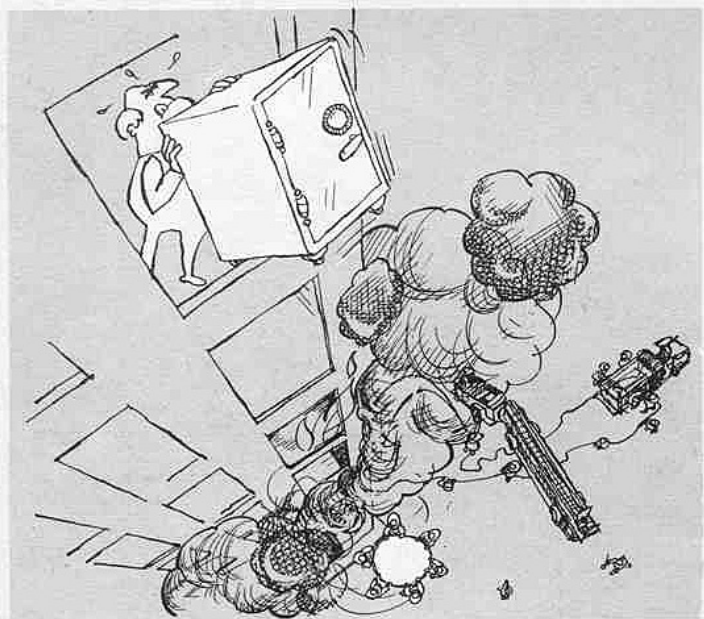
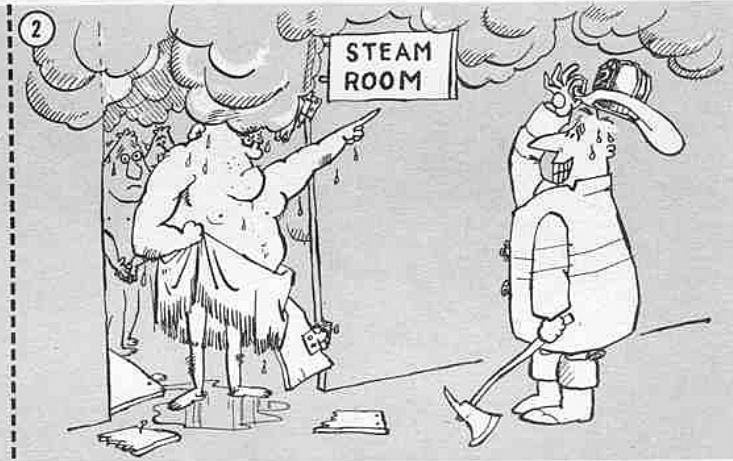
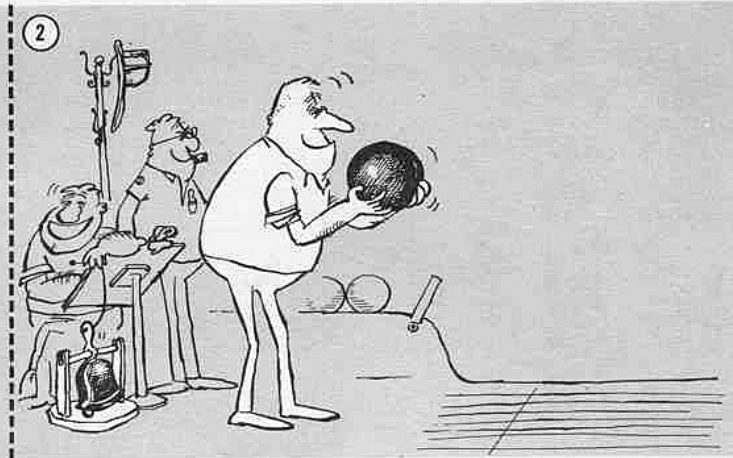
ARTIST & WRITER: SERGIO ARAGONES



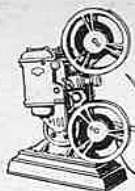


# AT FIREMEN









HOLLYWOOD DEPT.



# Scenes We'd Like to See

After The Ball



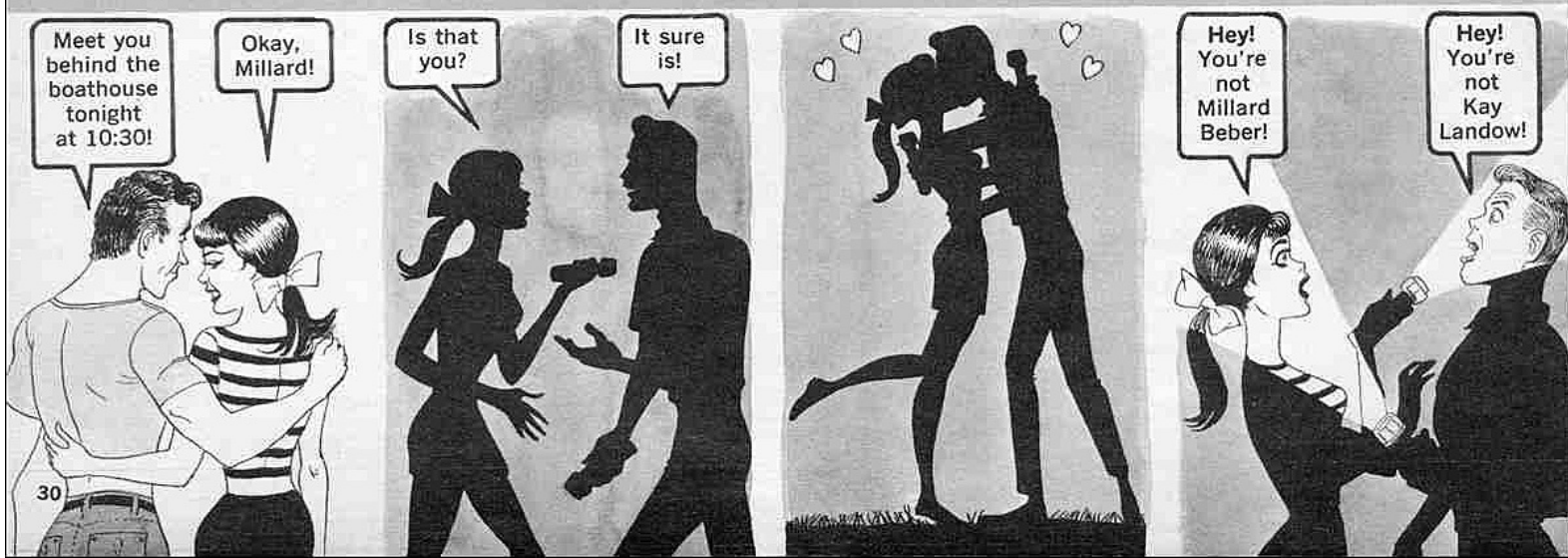
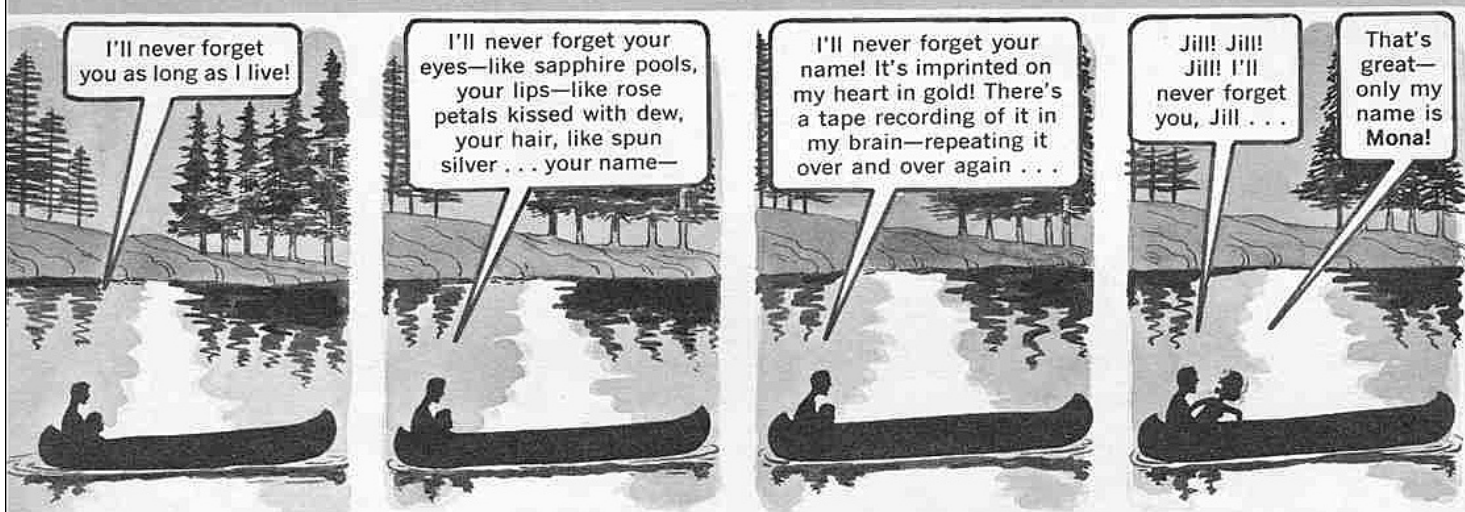
ARTIST: JOE ORLANDO



JOE ORLANDO

# THE LIGHTER SIDE OF

# SUMMER







# ROMANCES

ARTIST & WRITER: DAVE BERG

If you're so ga-ga over that Barbara Buffington, I happen to know she's gonna be hiking up at Arthur Lake today!

She is ?!



Why, Barbara Buffington!! What a surprise! Fancy meeting you here...



Oh, stop fussing with your hair and come on in the water already, Sue...



Don't be ridiculous, Marcia! If I went into the water, my hair would get wet, and then it would look all stringy...



... and then the boys wouldn't be attracted by my carefully-combed hair-do...



... and they wouldn't THROW me in the water!



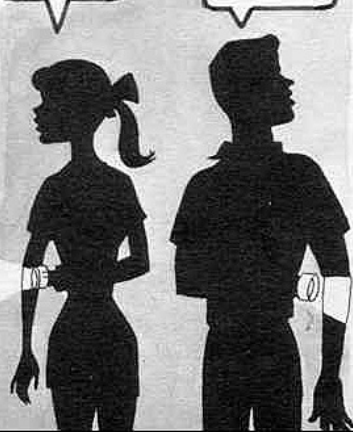
I—I guess Millard isn't coming!

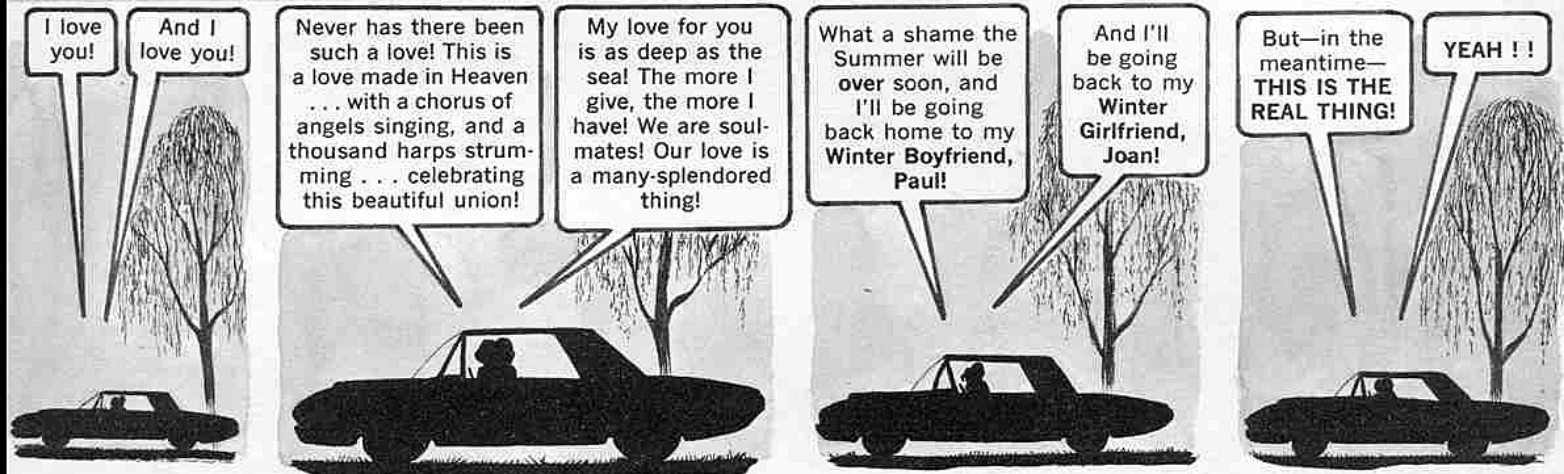
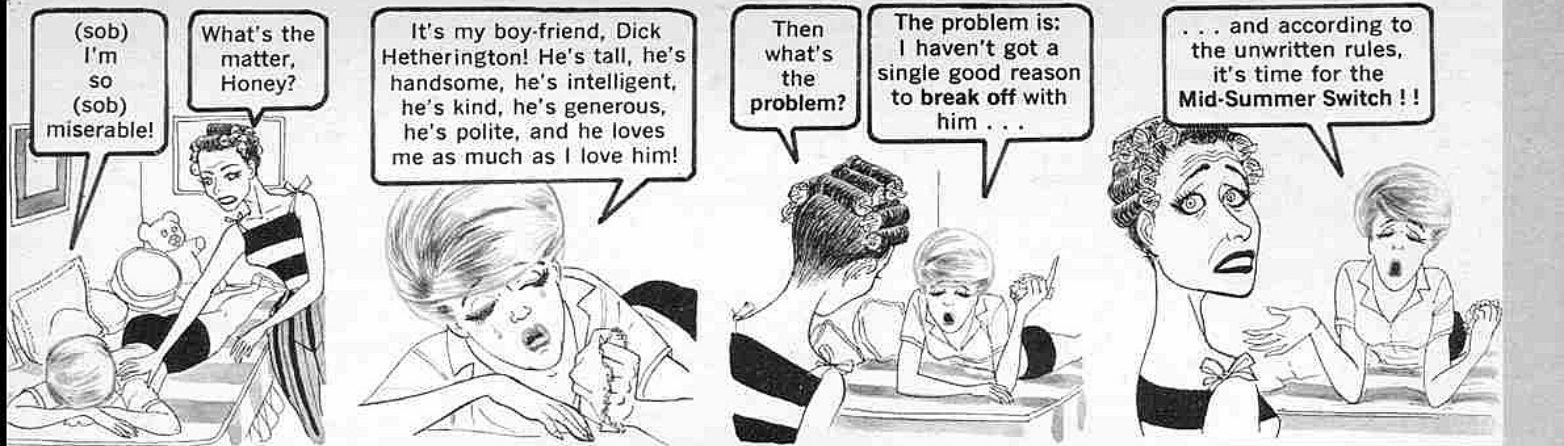
Looks like Kay isn't gonna show up!

Oh, well—as long as we're here...

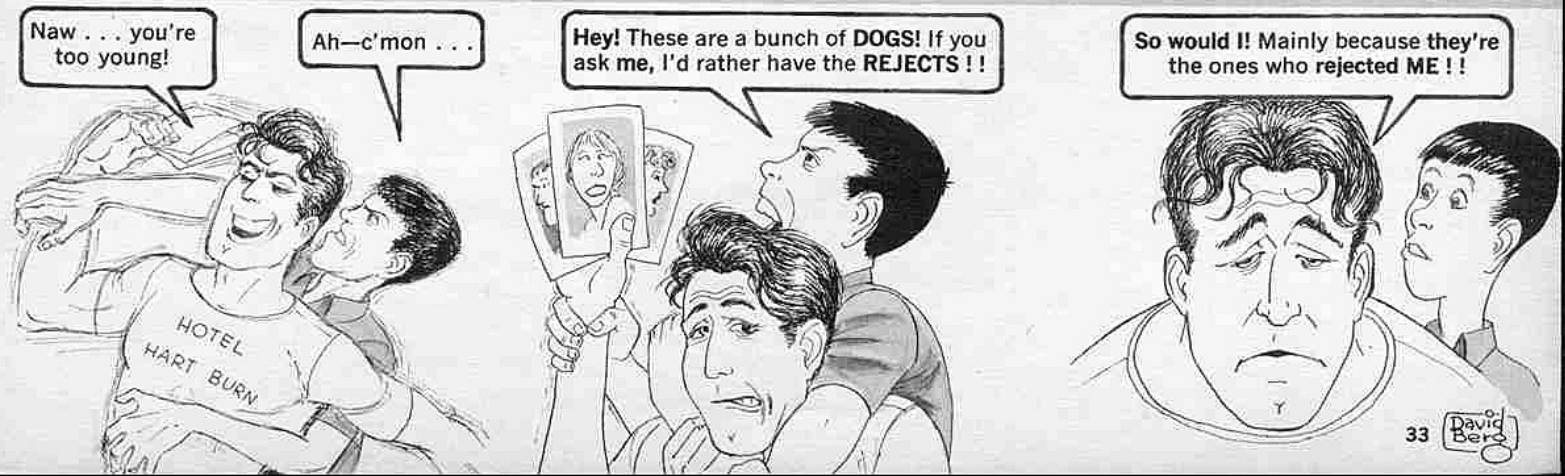
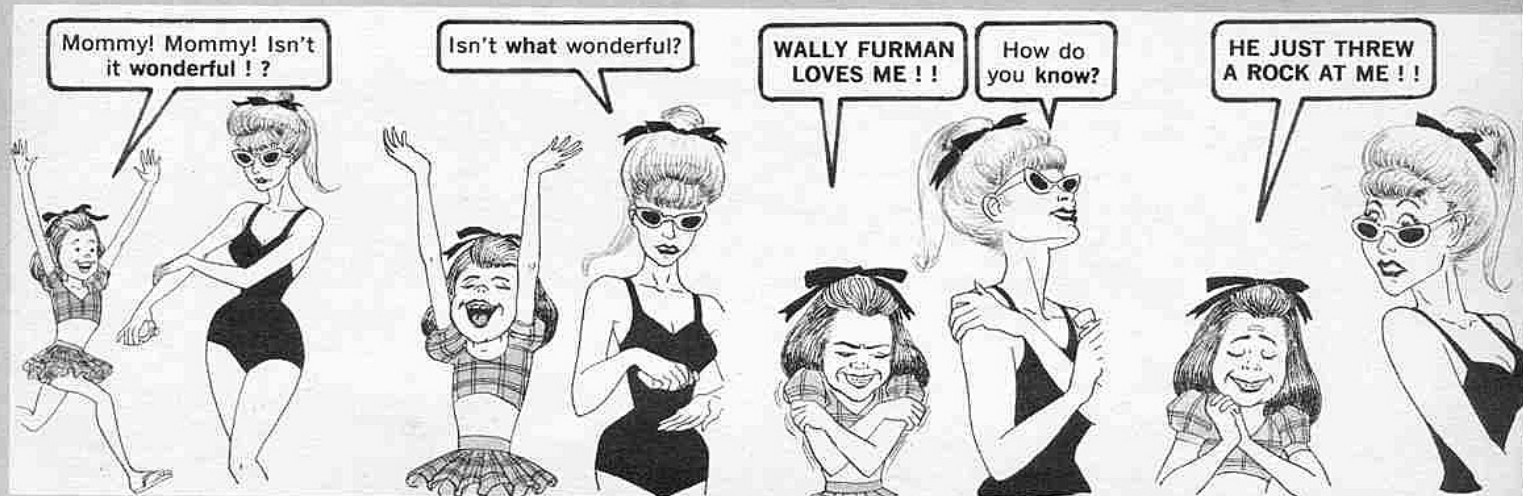
My name's Joyce...

My name's Harold...









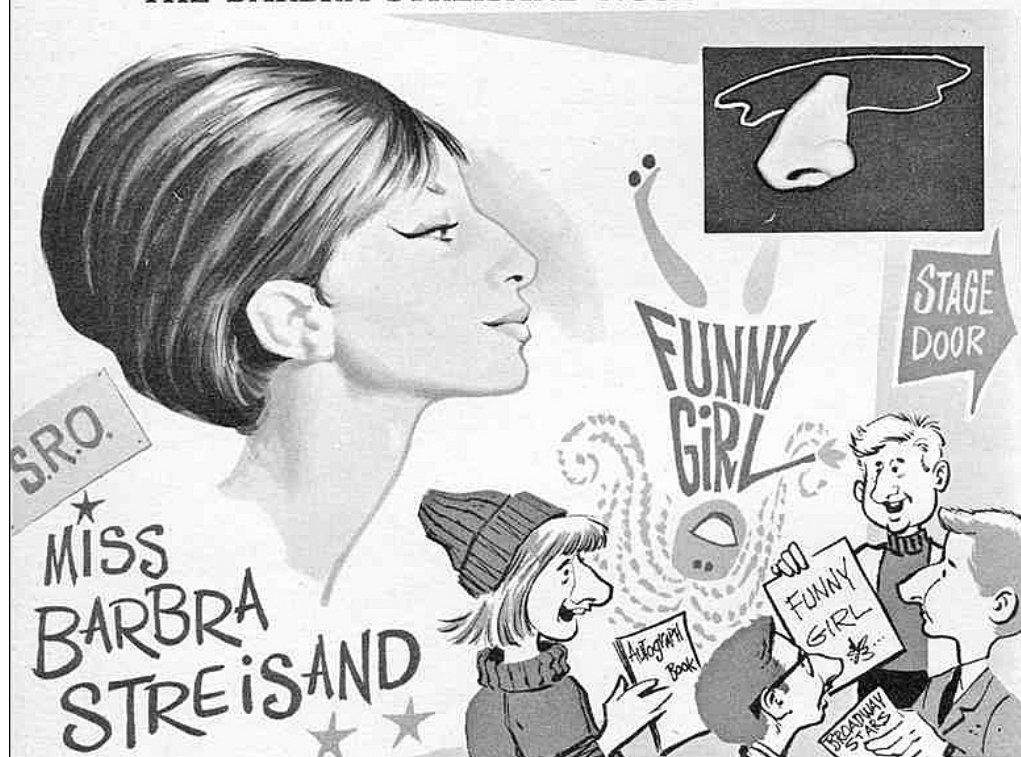


The fantastic success of the "Beatle-Wig" fad started us thinking—no small feat in itself—and led us to conclude: Here is a whole new area of jerky promotion gimmicks that has not yet been tapped by jerky promoters. If Beatle fans will buy dopey-looking Beatle

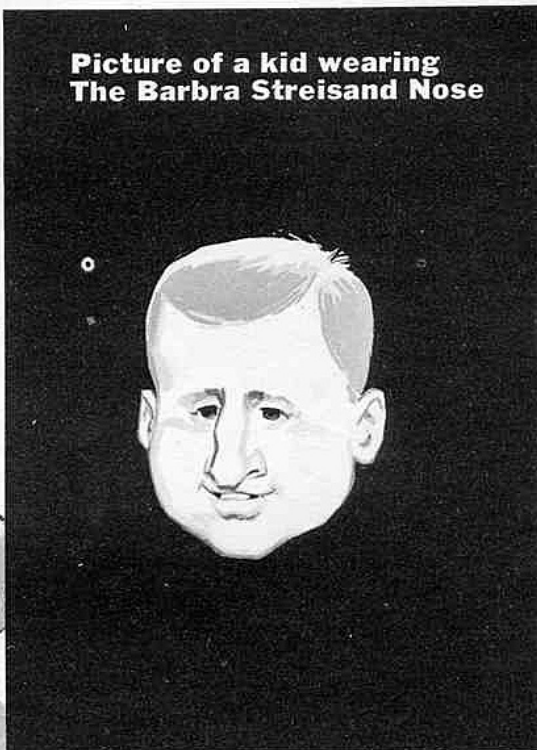
# MAD "CELEBRITY-FEATURE"

ARTIST: JACK RICKARD

## THE BARBRA STREISAND NOSE



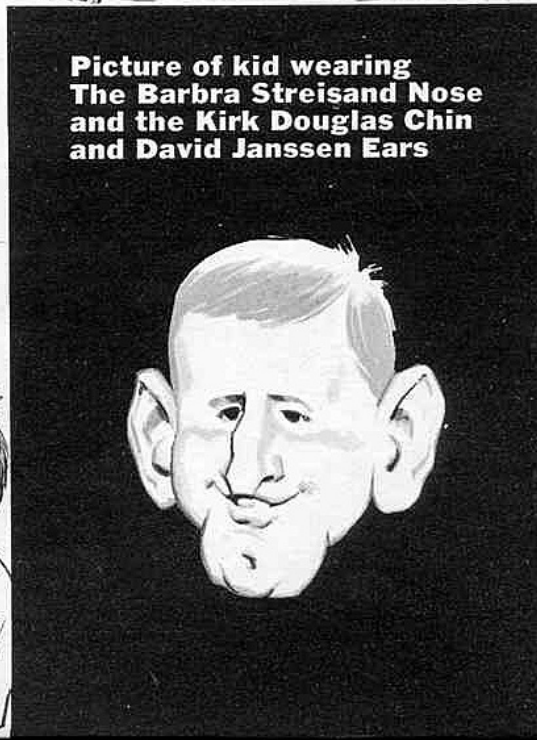
Picture of a kid wearing  
The Barbra Streisand Nose



## DAVID JANSSEN EARS

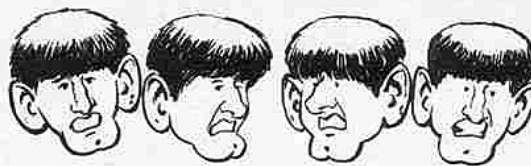


Picture of kid wearing  
The Barbra Streisand Nose  
and the Kirk Douglas Chin  
and David Janssen Ears





Wigs in order to look like their idols, why wouldn't, say, Sam Jaffee fans buy dopey-looking Dr. Zorba Wigs in order to look like him? In fact, why stop at the hairline? How about false noses and ears and teeth and chins? In other words, how about selling these ...



# MERCHANDISING GIMMICKS

WRITER: PHIL HAHN

## THE KIRK DOUGLAS CHIN



Picture of kid wearing  
The Barbra Streisand Nose  
and the Kirk Douglas Chin



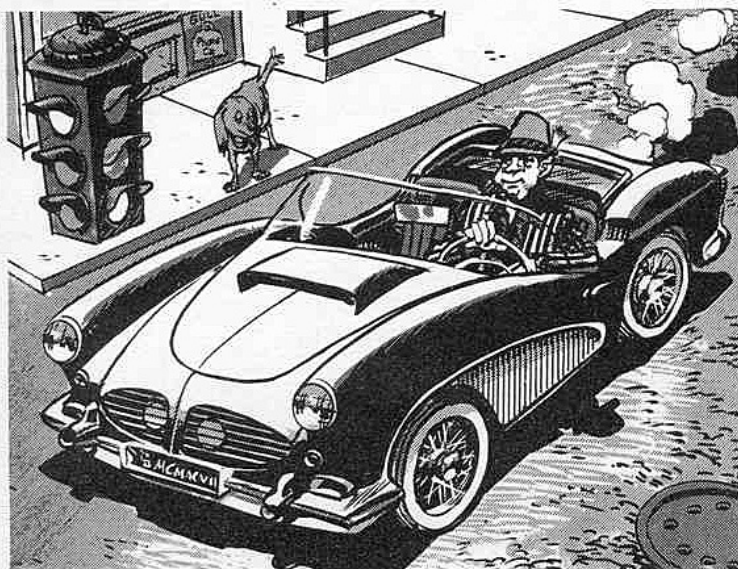
## BURT LANCASTER TEETH



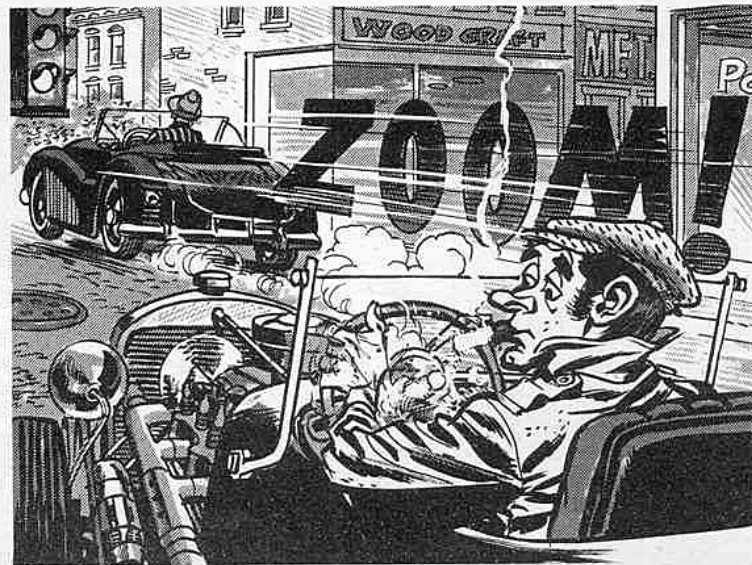
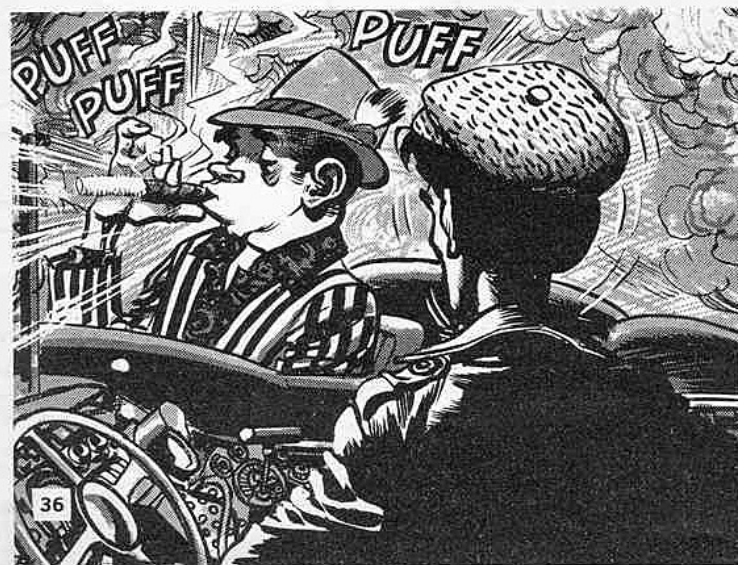
Picture of kid wearing  
The Barbra Streisand Nose  
and The Kirk Douglas Chin  
and David Janssen Ears  
and Burt Lancaster Teeth  
and a Beatle Wig—which  
started this whole mess!



# AN INCIDENT AT A RED LIGHT

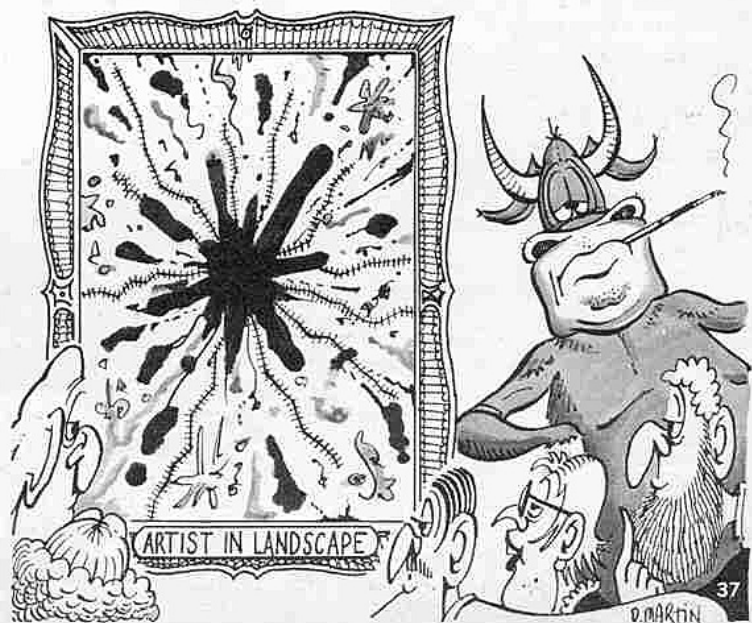
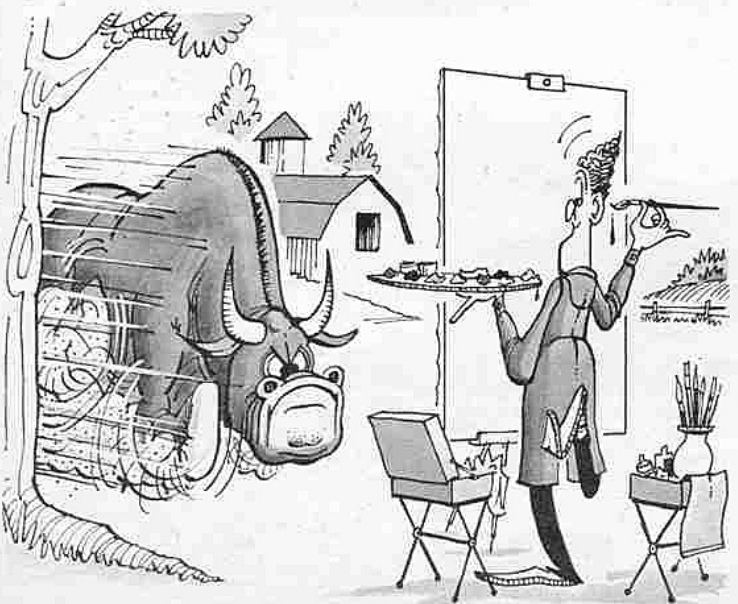
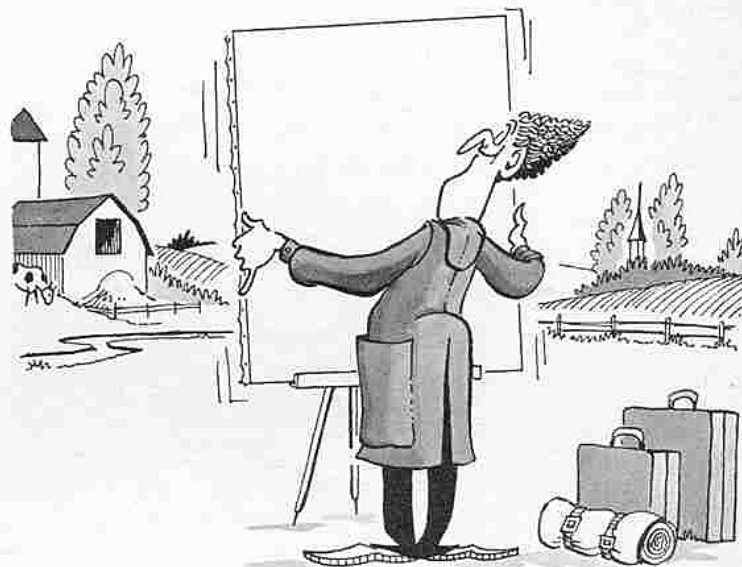


ARTIST: WALLACE WOOD





# THE IMPRESSIONIST



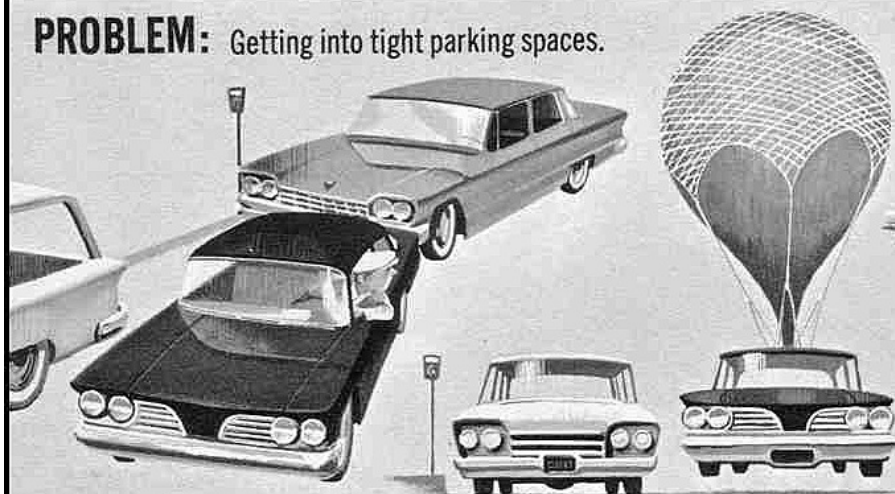
## GADGET GOES TO DETROIT DEPT.

Whenever anyone buys a new car, he's got to add to the original lump that comes from Detroit. These additions are known as accessories. MAD feels that many of these accessories are frivolous doodads that do little to solve many of the problems of modern motoring. Accordingly, here are our suggestions for advancing the art of "optional-at-extra-cost" gadgetry—

# AUTO A WE'D L



### PROBLEM: Getting into tight parking spaces.

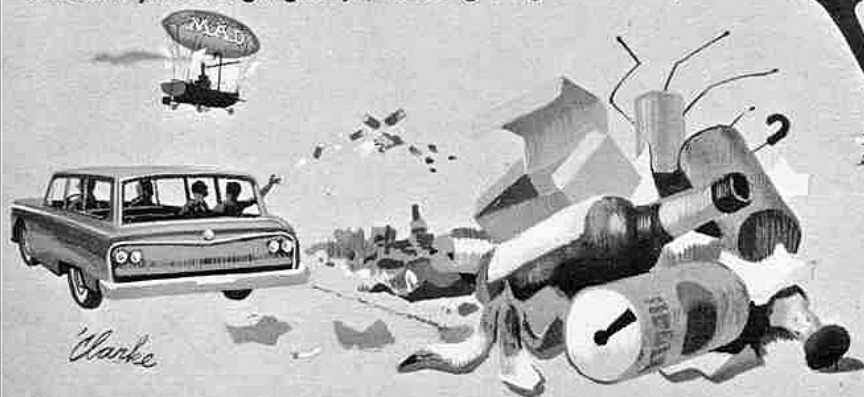


### SOLUTION: "PARKING BALLOON"

Helium-filled balloon pops out of compartment in roof and lifts car off ground slightly. Driver pushes car into the tight space sideways. Balloon deflates at push of button and helium returns to trunk storage tank for future use.

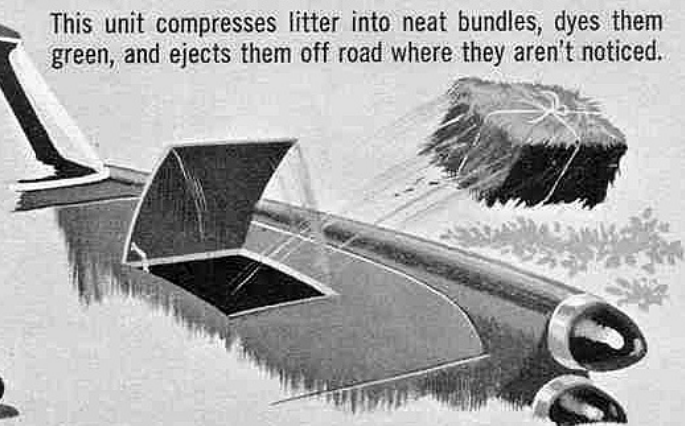


### PROBLEM: Thoughtless clods who discard trash, garbage and other junk along highways, defacing the green countryside.

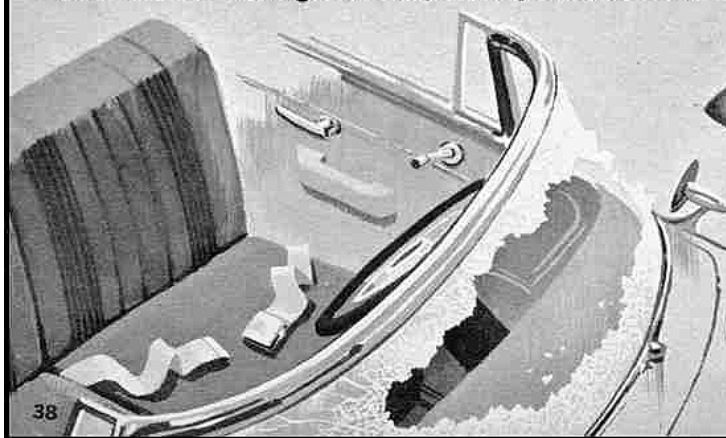


### SOLUTION: "GARBAGE DISGUISER-DISPOSAL"

This unit compresses litter into neat bundles, dyes them green, and ejects them off road where they aren't noticed.

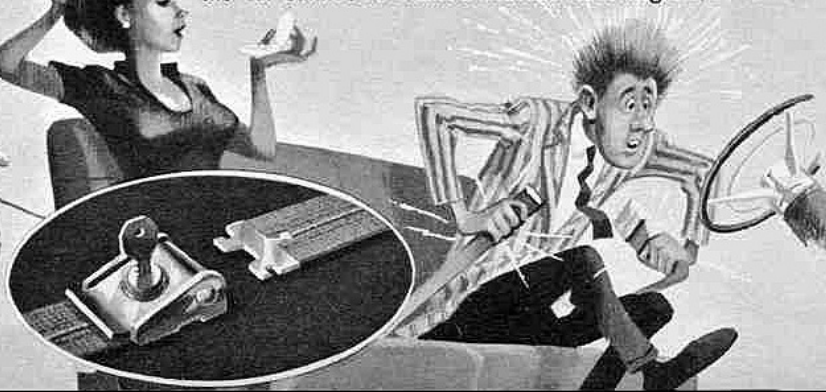


### PROBLEM: Having seat belts, but forgetting to use them.



### SOLUTION: "SEAT BELT STARTER-LINK"

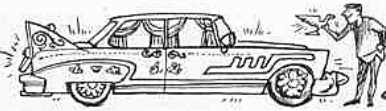
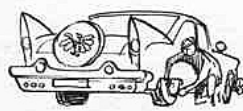
Seat belt buckle is wired to the ignition system so that the car cannot be started without fastening the seat belt.







# ACCESSORIES



## LIKE TO SEE

ARTIST: BOB CLARKE  
WRITER: DON REILLY

**PROBLEM:** Driver-frustration at not being able to make their angry denunciations of idiots heard over noise of traffic.

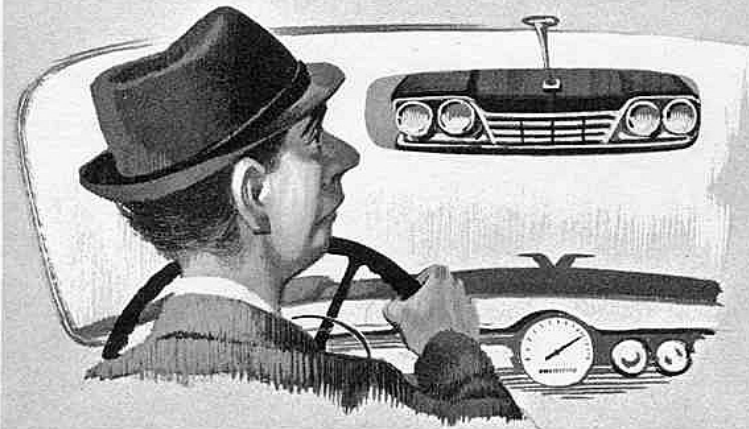


**SOLUTION:** "DIRECTIONAL P.A. INSULT-HORN"

High-gain self-amplified speaker points in any direction.



**PROBLEM:** Idiots who hug your rear bumper at high speeds.



**SOLUTION:** "TAIL-GATE BLASTER"

Device releases foul-smelling cloud from rear of your car which is sucked into following car's ventilating system, causing olfactory discomfort, discouraging close pursuit.

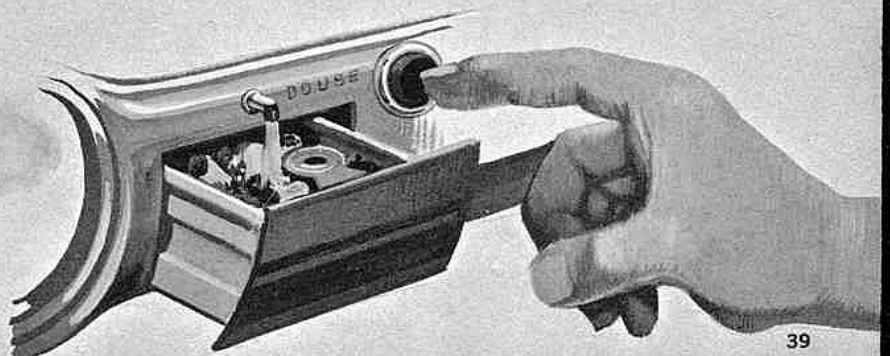


**PROBLEM:** Cigarette butts smouldering in ash trays.



**SOLUTION:** "AUTOMATIC BUTT-DOUSER"

Special squirter hooked up to automatic windshield-washer hose and tank douses foul-smelling butt at touch of button.



**PROBLEM:** Getting in and out of these ridiculously low silhouette cars of today without spraining a leg or your spine.



**SOLUTION: "ELECTRIC ROLL-OUT SEATS"**

Car seats are attached to rollers or tracks, and slide out like drawers. Driver activates seat in or out with switch.



**PROBLEM:** Difficulty in setting romantic mood when you take your girl for a drive and you park behind the Pickle Works.



**SOLUTION: "RETRACTABLE SCENE-SETTER"**

Pop-up projector and screen provides appropriate romantic atmosphere no matter how squalid the actual surroundings.



**PROBLEM:** Opening car windows to pay toll collectors, gas station men, cops, etc., during cold, windy, rainy or snowy weather.



**SOLUTION: "THERMO-PORT"**

Flexible little portholes in doors keep bad weather out.



**PROBLEM:** The boring sight of so many look-alike Volkswagens, which gets worse and worse each year.



**SOLUTION: "VOLKSWAGEN COSTUME JEWELRY"**

Clever, tasteful accessories to make Volkswagens look different from one another, and relieve the monotony.





**PROBLEM:** Jerks who fall asleep at the wheel, causing innumerable wrecks.



**SOLUTION:** "SLEEP-STOPPER"

Adjustable rod attaches to horn ring on wheel and rests on driver's chest.

If driver begins to nod forward, rod pushes horn ring . . . and horn blows.

**Blaaap**



**PROBLEM:** Passing amusement parks and ice cream stands while traveling with kids who demand that you stop at every one.



**SOLUTION:** "REMOTE CONTROL SIDE WINDOW BLINDS"

Blinds shoot up to cover side windows whenever driver spots one of these places coming up and presses button.

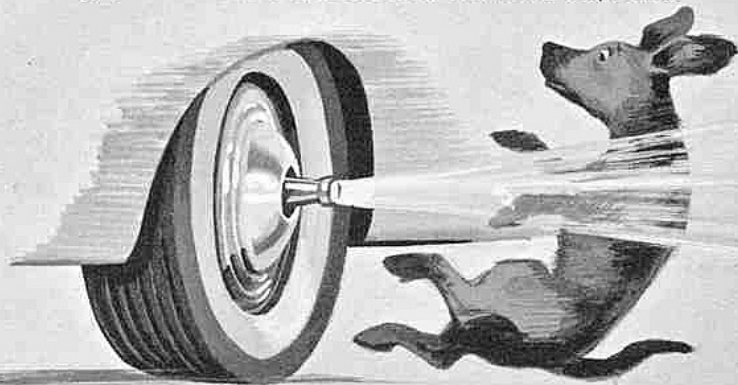


**PROBLEM:** Stupid dogs that insist on chasing cars.



**SOLUTION:** "DOG SQUIRTER"

High-pressure nozzle operated from dashboard stops this.

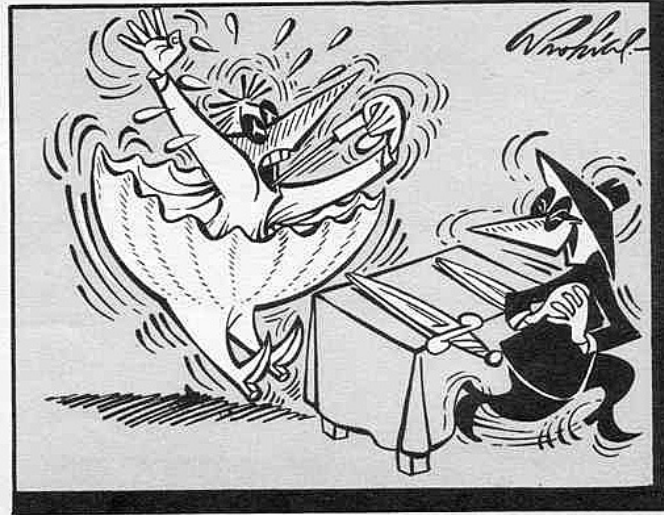
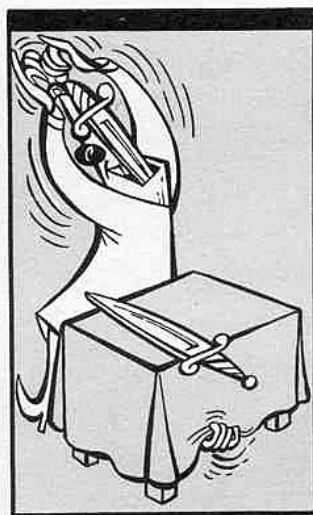
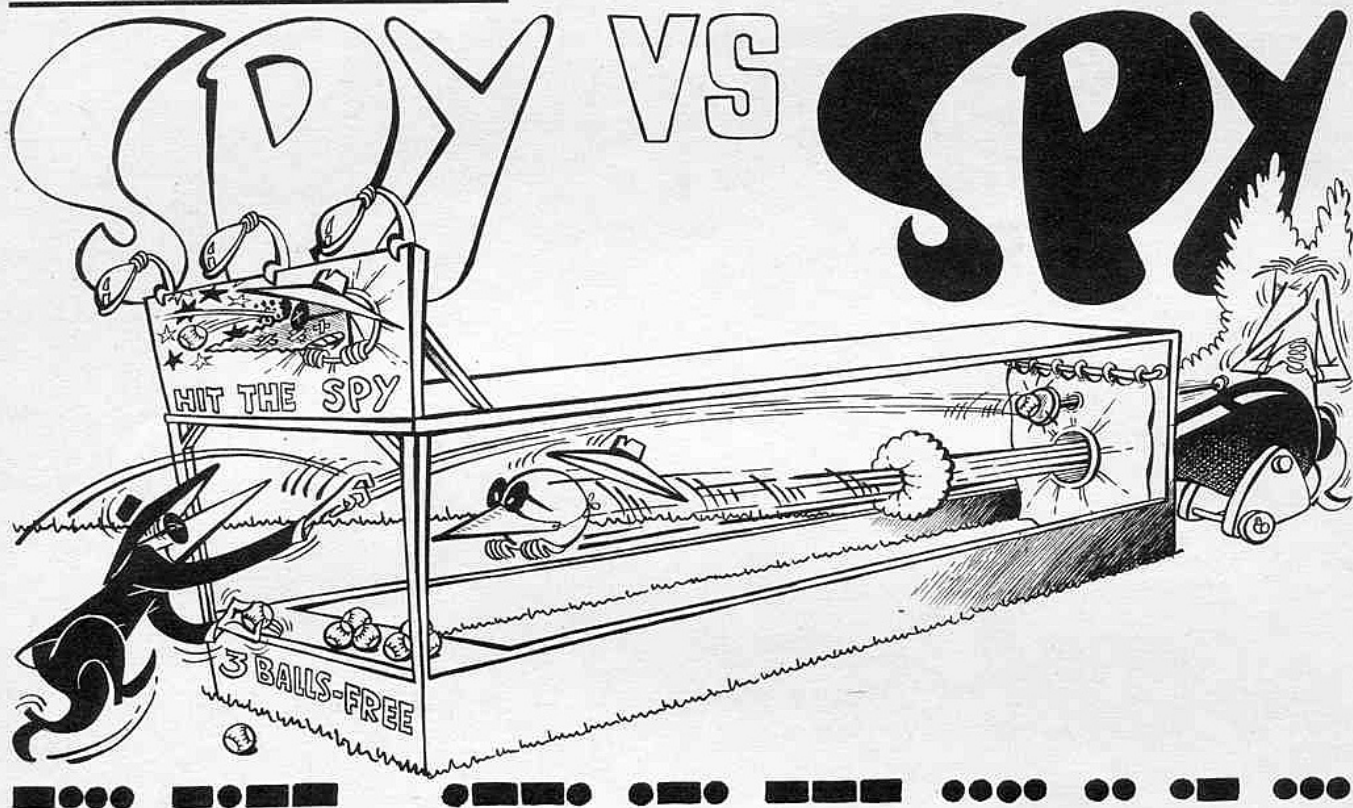


**PROBLEM:** Volkswagen owners who want to show that they're driving a new one, not an old one with a new paint job.



**SOLUTION:** "VOLKSWAGEN STATUS-DATERS"







Okay, gang! It's time (you should pardon the expression) to "face the music" as we interview:

# MAD'S TEENAGE IDOL PROMOTER OF THE YEAR

ARTIST: MORT DRUCKER

WRITERS: LARRY SIEGEL

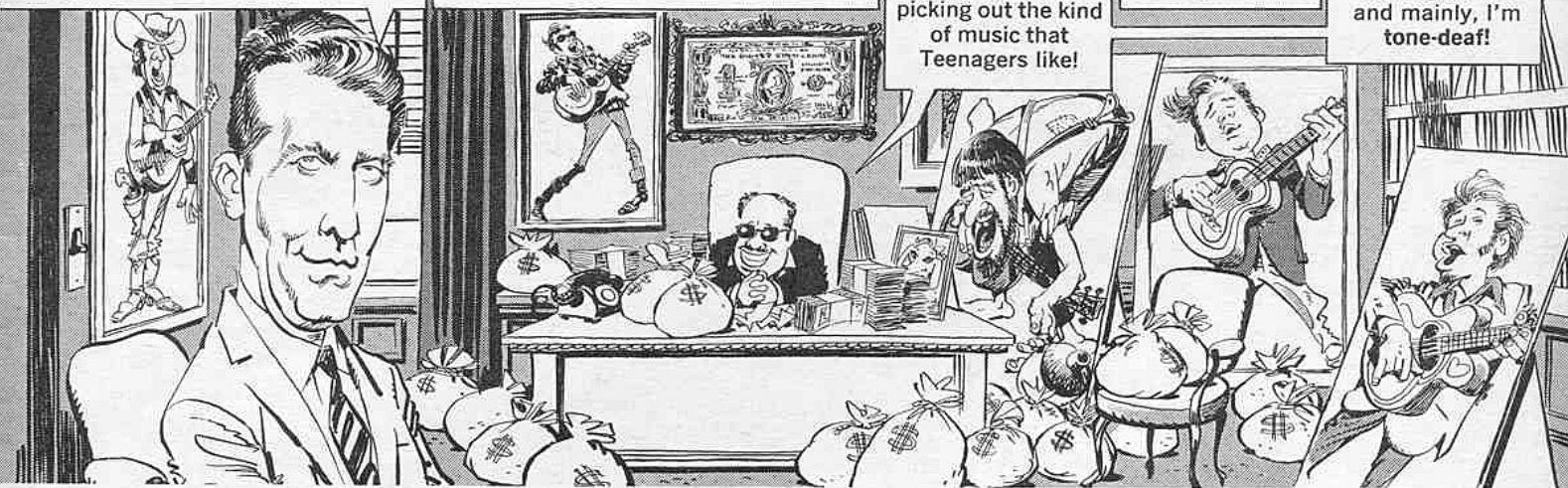
Hello! I'm Chet Hunkley, here to interview Mr. Herb Shtick, who has just been selected as "MAD's Teenage Idol Promoter Of The Year"—

Herb—as the discoverer and manager of most of the country's outstanding Teenage Idols, would you tell us how you happened to get into this business?

Well, Chet—all my life I've had the uncanny gift for picking out the kind of music that Teenagers like!

And to what do you attribute this uncanny gift?

Three things: I'm psychic . . . I'm clairvoyant . . . and mainly, I'm tone-deaf!



Chet, with my talent, I can take any boy and turn him into an overnight singing sensation. For example, that kid over there . . . Did you ever see such a less likely looking candidate to become an idol of Teenagers—someone they can look up to, admire and respect?

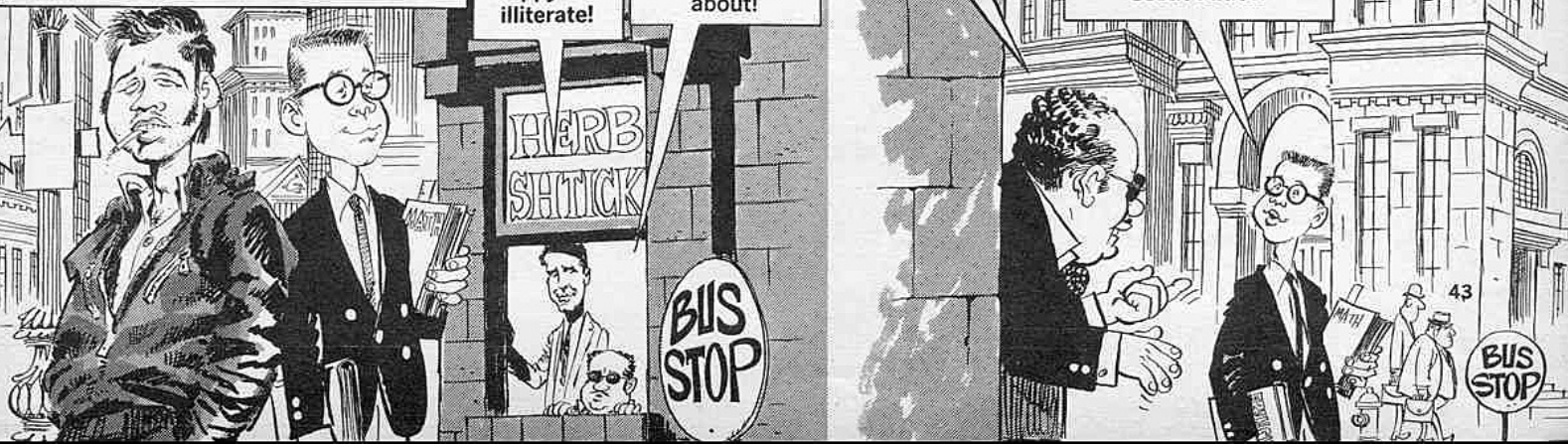
You're right! He IS rather ugly, sloppy and illiterate!

Not HIM! Him I could make a sensation in 4 hours! He's a natural! It's the other one I'm talking about!

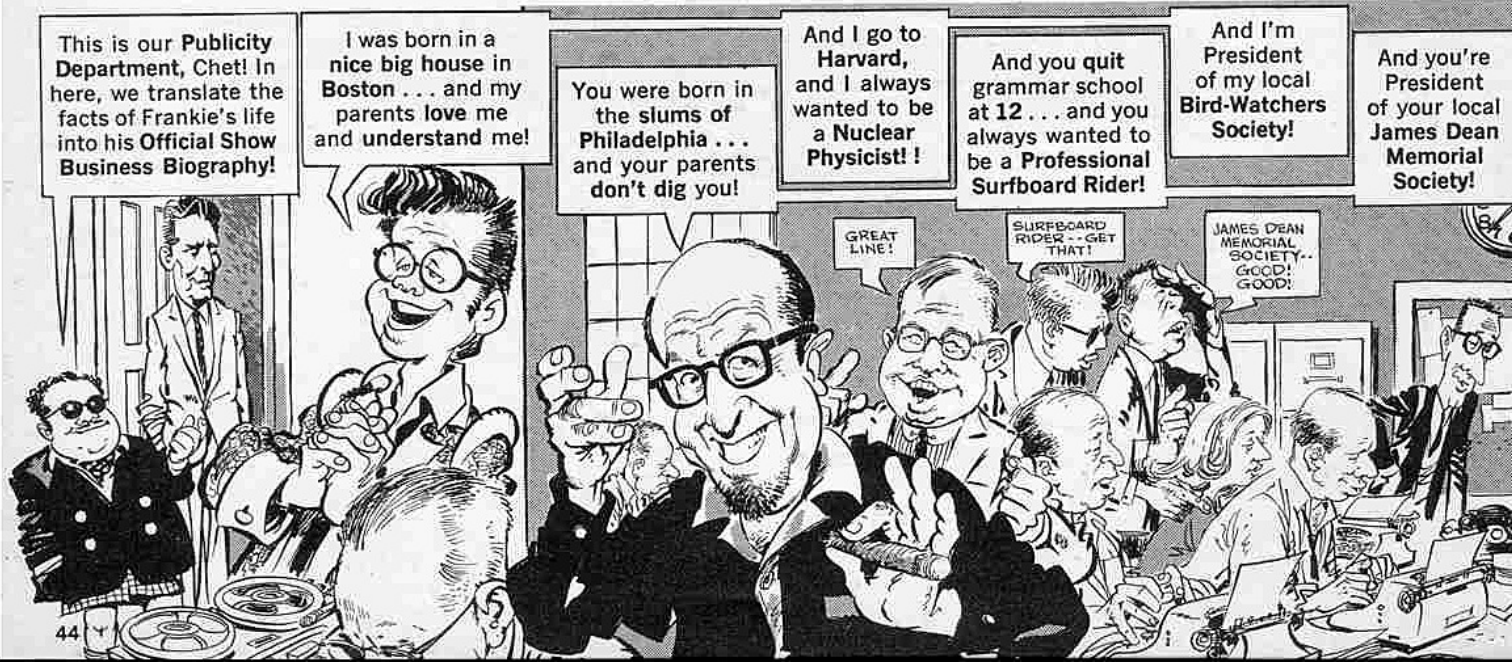
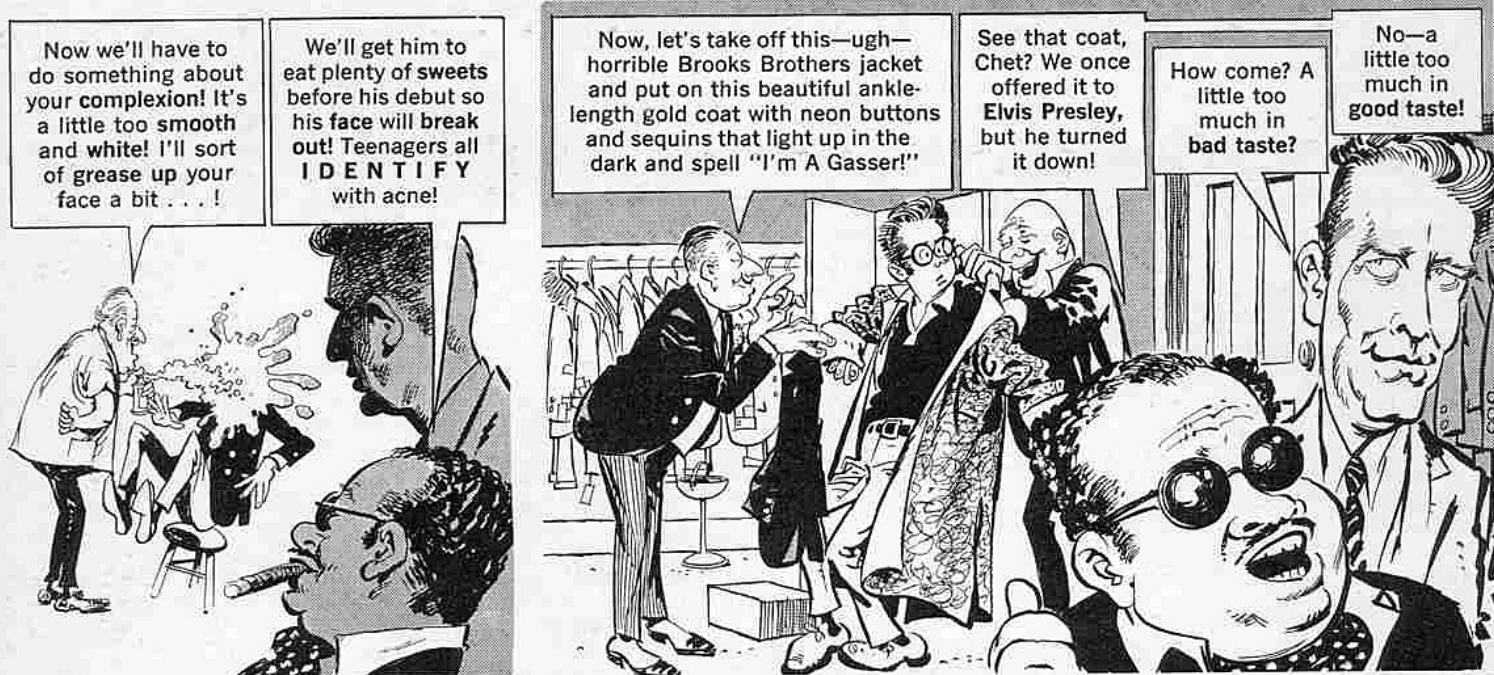
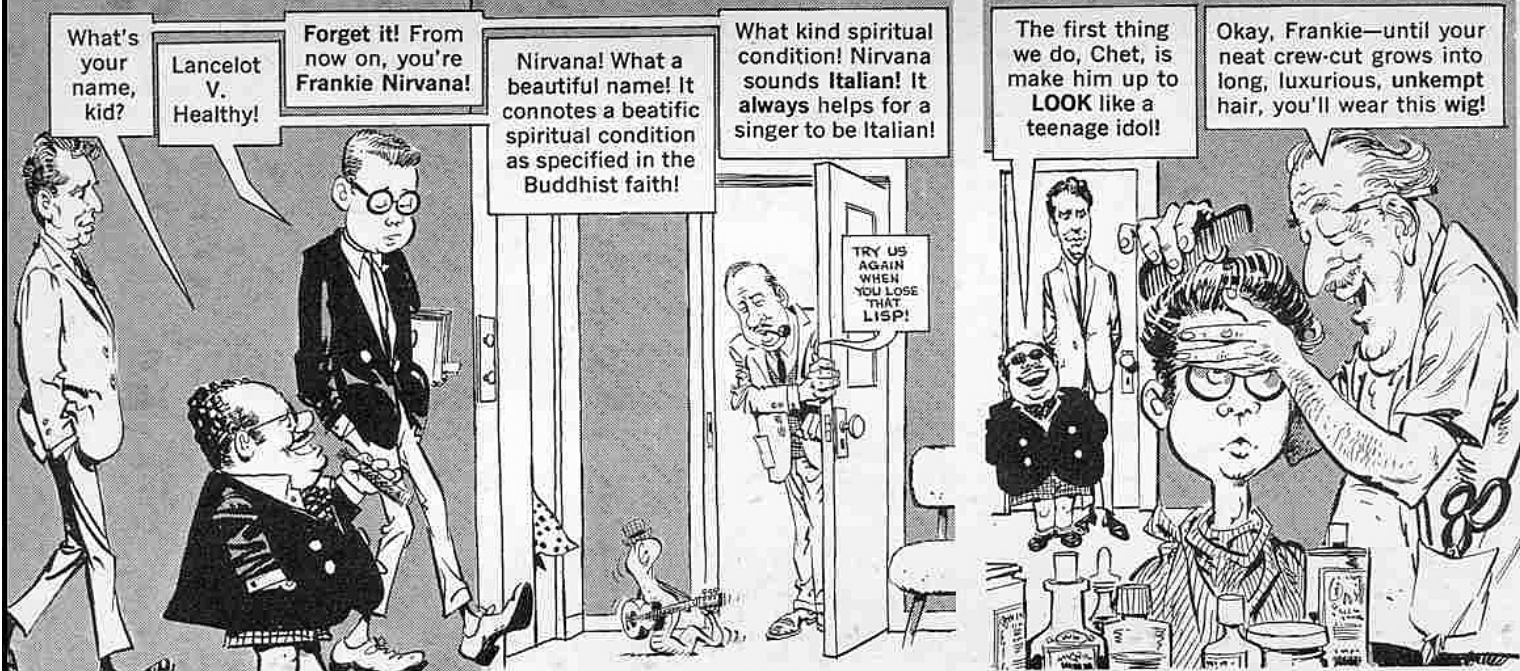
Hey, kid! How'd you like to become the singing idol of millions of teenagers?

I have no objections, sir—provided it does not interfere with school, my job at the YMCA, and my Boy Scout duties!

Oh, boy, Chet—This guy's got **EVERYTHING** going against him!









I cry  
for you,  
baby ...

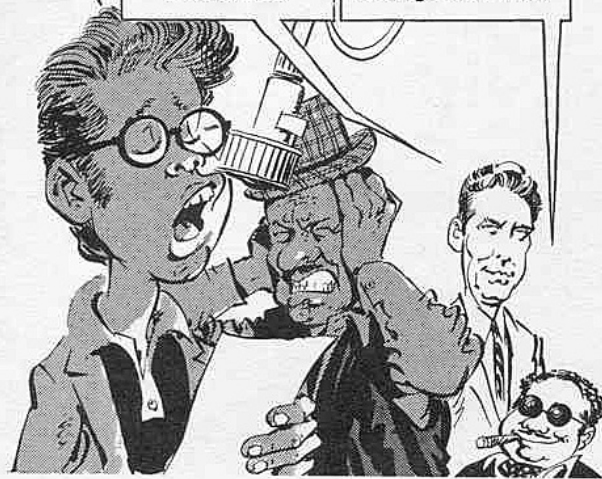
Frankie has a  
beautiful singing  
voice, Herb! He  
enunciates  
perfectly, and  
he knows how to  
read music!

Don't worry, Chet!  
I'll make him a  
singing star in  
**SPITE** of it! Just  
wait till my  
singing coach gets  
through with him!

What's  
that  
you're  
holding,  
Herb?

These are Official Frankie Nirvana Wigs  
and Official Frankie Nirvana Crazy  
Glasses, Chet! We'll merchandise these  
and net around **\$5,000,000** with them!  
That's real good money! That's more than  
I ordinarily make in a whole month!

But why not leave  
Frankie for a  
while, and I'll  
show you around  
the rest of my  
operation here!



In here, we conduct classes  
for young girls. When these  
students graduate, they are  
assigned to follow various  
Teenage Idols around the  
country and lead the mighty  
**"Teenage Screaming And  
Clothes-Tearing Brigades!"**

Hold it, girls! Hold  
it! You, Myrtle! I  
can't hear you! You  
sound like a  
miserable ambulance  
siren! I want you  
to sound like an  
Atomic Air Raid  
Siren!

And you,  
Nancy! Open  
your mouth  
when you  
scream! I  
still can't  
see your  
epiglottis!

And Bonnie—for  
Pete's sake—will you  
throw a real fit! You're  
not clawing the floor,  
and you're not  
drooling! You look like  
a normal epileptic,  
not like a normal  
convulsed Teenage girl!

And tell me,  
Peggy! Just  
what are you  
doing?

I'm tearing  
the clothes  
off this  
dummy,  
Mr. Furd!

You call that  
tearing?! Is that  
how you're going to  
tear when you get  
out into the world?  
You left on half a  
trouser leg, almost  
a full shirt sleeve,  
and a whole ear!  
Now let's try it  
from the beginning,  
girls, and let's  
do it right!



Wa-wa-  
wa-wa!  
Moo-noo!  
Bibby-boo,  
bibby-boo,  
baby, baby!

This is our Recording Studio,  
Chet. It has an ingenious  
**"Echo Chamber"** which magnifies  
sound tremendously. It's great  
for singers with weak voices!

I see! In other words,  
that kid has a weak  
voice, so he's merely  
whispering the words!

No—he's weak  
at whispering,  
too! He's merely  
**THINKING**  
the words! This  
**"Echo Chamber"**  
will pick up  
**ANYTHING!!**

This is our Movie Studio, Chet. In  
here, we film our quickie **"Rock 'n'  
Roll Movies."** You're just in time  
to watch the production begin on  
our latest epic, **"Rock Around The  
Telephone Pole"**...





Okay, cast—here's the story line—

Tommy, a young Rock 'n' Roll Neurosurgeon, meets Connie, a lovely Rock 'n' Roll Chiroprapist, near a corner telephone pole. They dance for a while, fall in love, and decide to call it "their pole"—

Then the Rock 'n' Roll Mayor tells them he's going to tear down their pole to make way for a thin apartment house. So the lovers get their friends to stage a Rock 'n' Roll Concert around their pole in order to raise money to keep it from being torn down.

Well, they save the pole, and then they all Rock 'n' Roll across town to watch Bobby Vinton being sworn in as Secretary-General of the United Nations. All right—places, please. Lights—camera—action!

That looks like an interesting movie, Herb. I'm sorry we couldn't watch them film more than that one scene!

One scene!? You saw them film the whole movie, Chet! Our Rock 'n' Roll movies only take three or four minutes to make. The budget on that one was \$112.87 and I figure we'll gross \$7,000,000 on it when it's released!

Okay, Chet—what do you say we go back and see how Frankie Nirvana is doing now?



Frankie—you're just about set to go! But before we launch you in your phenomenal career, you'll have to take the final audition!

What kind of audition?

By a panel of experts who will tell us immediately if you're going to make it as a Teenage Singing Idol!



When will the audition be over, Herb?

Any minute! I cannot over-emphasize how important this final audition is, Chet! This can make or break Frankie—Oh-oh! Here they come, now—



The kid is tremendous!

A marvelous Rock 'n' Roll singer!

He has a great quality about him!

He can't miss!

Well, I guess that does it, Herb! They loved him!

That does it all right, Chet! Frankie Nirvana is FINISHED! He's THROUGH! Even before his career has begun!

I don't get it, Herb! They raved about him!

That's just it! That panel was made up of Parents of Teenage kids. We've learned after years of experience that if the Parents like something, the Teenagers hate it—and vice-versa. Those parents liked Frankie, so naturally he'll never make it as a Teenage Idol. Oh—if they only hated him! If they only hated him!





Gee, Herb! I'm sorry Frankie didn't make it!

You can't win 'em all, Chet! But for every Frankie Nirvana who fails, there are dozens who make it big. Before you go, though, I'd like you to meet someone who I think is going to be the greatest Teenage singing sensation of all time. But before I show him to you, I'd like to take you into our "Teenage Idol Hall of Fame" for a little background dope on our business . . . !

It's interesting how Popular Singers have progressed through the years, Chet!

In the '20's and '30's, the great Singing Idol was Rudy Vallee here—a clean-cut Ivy League type . . . !

In the '40's, a new sensation came along. He wasn't nearly as clean-cut as Vallee. He was a lot earthier and cruder. His name was Frank Sinatra—



In the '50's, the Number One Idol was Elvis Presley. He was much more earthier and much more primitive than Frank Sinatra!

Then of course, along came the Beatles in the '60's. They were the wildest and most primitive singers of them all . . .



What are you getting at, Herb?

Just this: The story of Teenage Singing Idols in this century is the story of evolution in reverse! They started out nice and civilized, and they gradually became wilder, more savage and more uncivilized. So now, I'd like you to meet the next Teenage Singing Sensation . . .



SOL SIMIAN!

Ugga-ooh, Ooka-ekk, Ogga-ogga, oook-ooook!

No! NO! You're not slurring your words enough, Sol! That's "Oogga-ecch"—NOT "Oooka-ekk"! Now try it again!!

Do you think he's hairy enough?

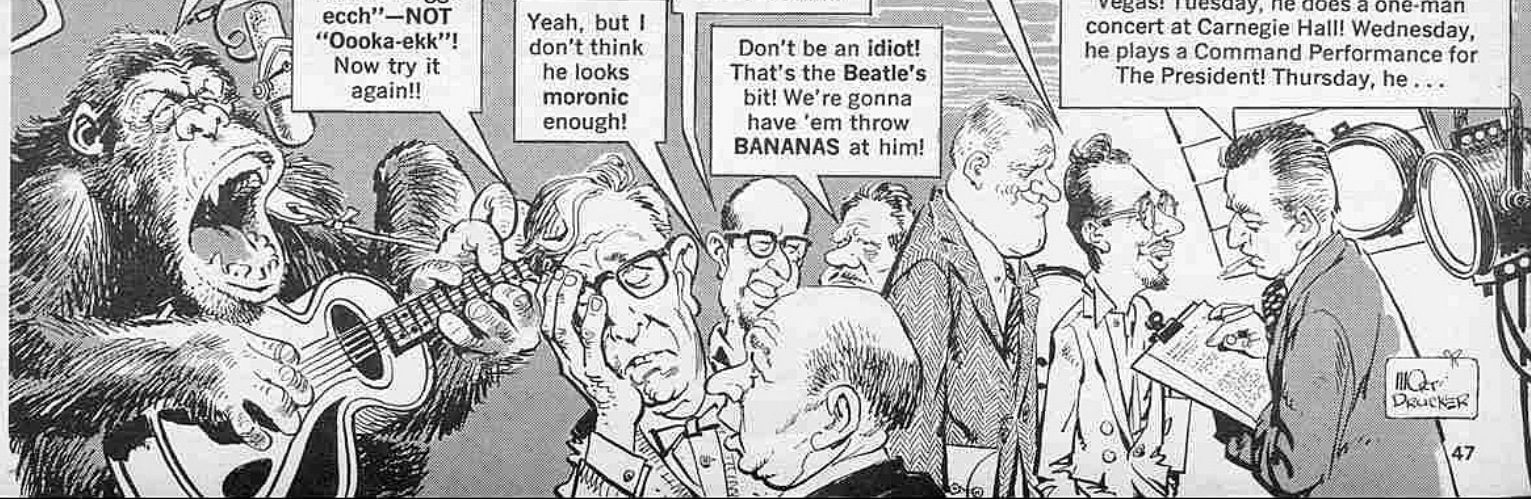
Yeah, but I don't think he looks moronic enough!

Hey! We can have screaming Teenage girls throw Jelly Beans at him!

Don't be an idiot! That's the Beatle's bit! We're gonna have 'em throw BANANAS at him!

What's Sol's schedule for his debut week?

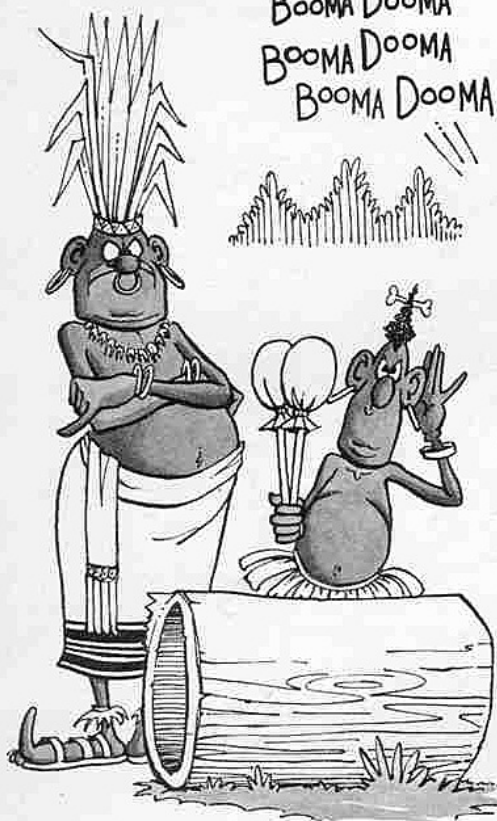
Let's see . . . Saturday, he records "Oogga-Ecch"! Sunday, he sings it on the Ed Sullivan Show! Monday, his record is a sellout, and he plays Las Vegas! Tuesday, he does a one-man concert at Carnegie Hall! Wednesday, he plays a Command Performance for The President! Thursday, he . . .



11/11/68  
DRUCKER

# THE MESSAGE

BOOMA DOOMA  
BOOMA DOOMA  
BOOMA DOOMA  
BOOMA DOOMA



It's from Muggaguboo, Chief! He says  
your son ran off with his daughter,  
and unless she's returned by morning,  
it means WAR!

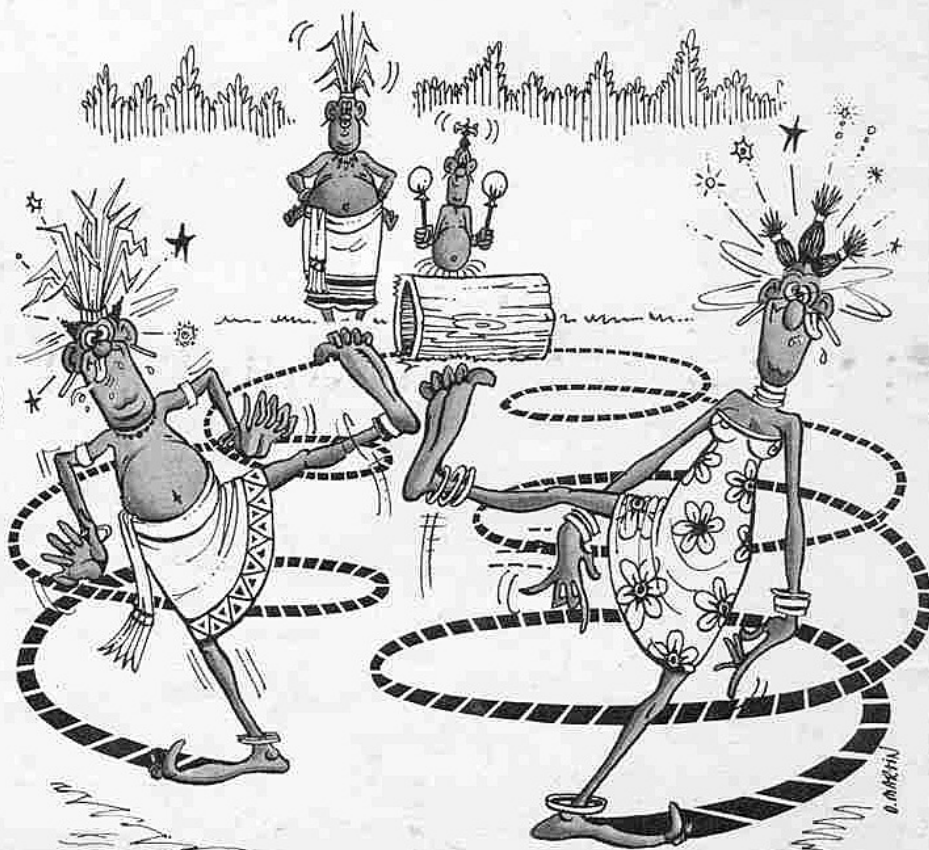
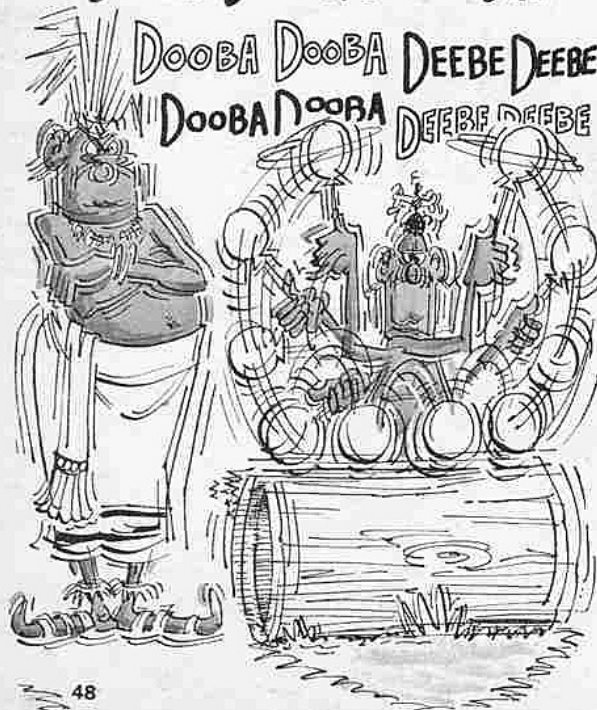


Preposterous! Tell him I think he's a  
silly old man! I happen to know my son  
is home studying, and that my son  
wouldn't have anything to do with his  
ugly idiot daughter in the first place!



Right, Chief!

DOOBA DOOBA DEEBE DEEBE  
DOOBA DOOBA DEEBE DEEBE  
DOOBA DOOBA DEEBE DEEBE  
DOOBA DOOBA DEEBE DEEBE





THIS ISSUE'S ECONOMY-MINDED, BLACK-AND-WHITE, ONE PAGE

# MAD FOLD-IN

Millions of people who suffer from dread diseases and disorders are praying that cures will be found in time to save them. Scientists and researchers, employed by American Industry, are aware of this. Rest assured they know what is really important, and will dedicate themselves to finding solutions. Now fold page in and you will see:



FOLD PAGE OVER LIKE THIS

## THE NEXT SCIENTIFIC-MEDICAL BREAKTHROUGH THAT MILLIONS OF DOLLARS WILL BE SPENT TO DISCOVER

A ▶

FOLD THIS SECTION OVER TO LEFT

◀ B FOLD BACK SO "A" MEETS "B"

SCARLET FEVER

ARTHRITIS

FLU

ENCEPHALITIS

LETHARGICA

CHOLERA

INFANTILE PARALYSIS

GRIPPE

ASTHMA

RHEUMATISM

EDEMA

TYPHUS

TETANUS

EPILEPSY

SHINGLE

TUBERCULOSIS

HEART DISEASE

CONJUNCTIVITIS

BERI-BERI

DYSENTERY

HAY FEVER

VARICOSE VEINS

PELLAGRA

SEVEN YEAR ITCH

PNEUMONIA

MAD ADDICTION

ALFRED

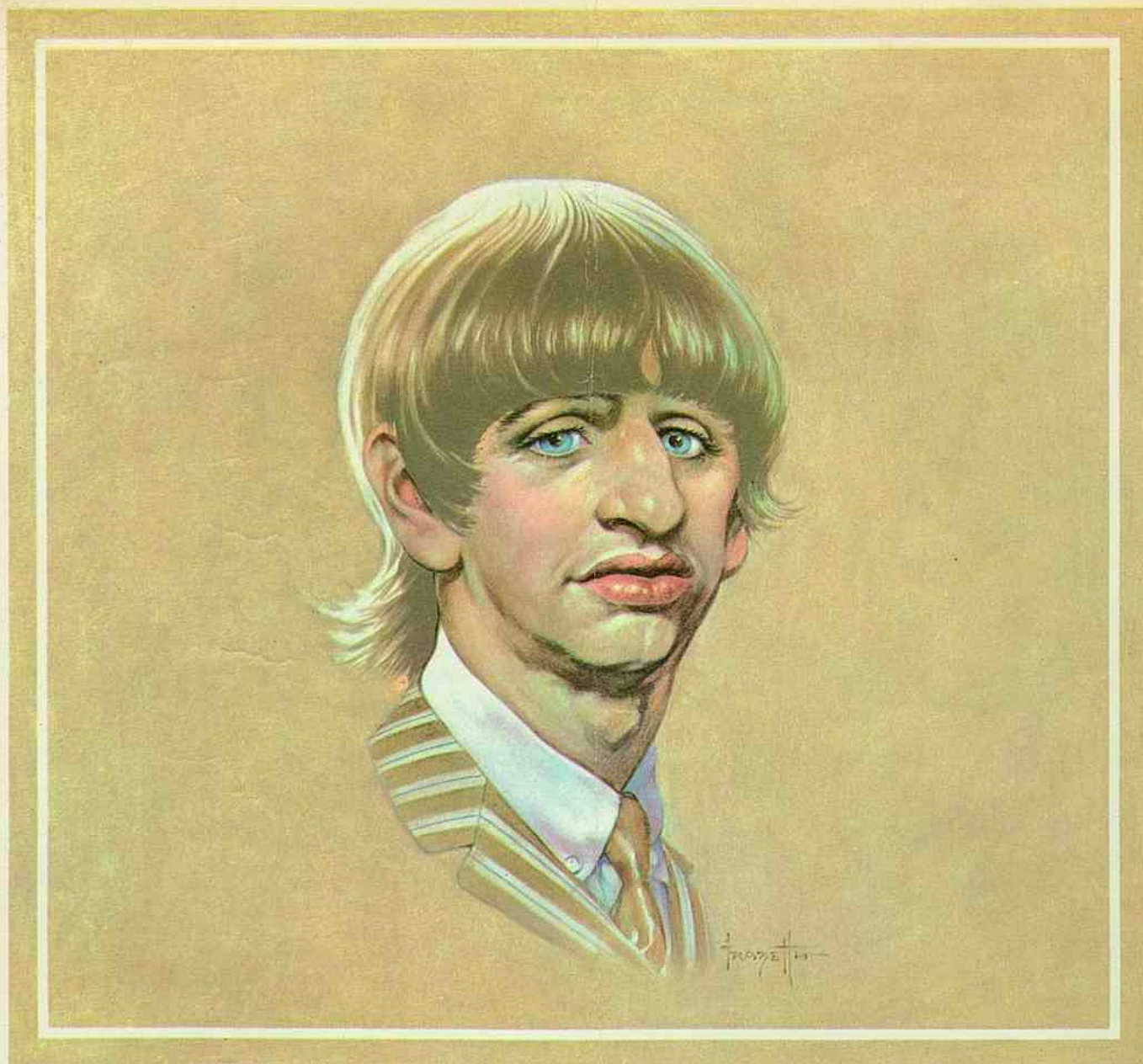
E.

NEUMA



THE HEALTH OF THE AMERICAN PEOPLE, CRIPPLED AND SICK WITH ALL THEM TERRIBLE DISEASES AND DISORDERS AND (YECCHI!) OTHER THINGS! THIS IS WHAT AMERICAN INDUSTRY'S SCIENTISTS KNOW IS REALLY IMPORTANT!





*M a k e B e a u t i f u l H a i r*

# B L E C C H

THERE ARE THREE BLECCH SHAMPOOS FOR THREE DIFFERENT HAIR CONDITIONS

Are you a teenage boy with Beautiful Hair? Well no wonder the girls hardly notice you. Today, you've got to be a teenage boy with Blecc hair. Then the girls will scream with delight, roll on the floor and kick their feet when they see you. So why waste another minute? Shampoo your hair with Blecc tonight. Blecc comes in three special formulas:



● For dry hair—a special formula that takes neat crew-cut type hair and lays it down over your ears. ● For oily hair—loosens up that slick-combing stuff so it spills down over your eyes. ● For normal hair—gives it proper body so it mushrooms all over your head. Get the shampoo that's right for you, and make your hair "Blecc"! Yeah! Yeah! Yeah!